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PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 1 NEW YORK, U.S.A., MONDAY, JANUARY 4, 1954 TEN CENTS

New Labor Group

East Council In Drive For Basic Pacts

Thirteen N. Y. Locals Comprise IA Segment

By AL STEEN

The long planned Motion Picture Council of New York, composed of East Coast studio locals of the IATSE, has swung into operation and, according to members of the various crafts, the organization will launch a drive this year for basic agreements with independent producers of both theatrical and television films here. The Council is patterned in some respects on the lines of the Motion Picture Industry Council of Hollywood. The first independent producer to line up with the new group is Wim Holland, who produced the current "Violated" in New York.

The 13 East Coast locals that compose the Council follow:

Motion Picture Cameramen, Local No. 644; Motion Picture

(*Continued on page* 5)

Loew Explains New Single Track Sound

LONDON, Jan. 3. — Arthur M. Loew, president of Loew's International Corp., has revealed details here of the company's new single optical track stereophonic sound system. Called the Perspect-A-Sound, the system will be used first with British and Continental prints of "Knights of the Round Table," M-G-M's first production in CinemaScope which will have its premiere at the Empire Theatre here in February.

Sound from the single optical track,

(*Continued on page* 5)

Cantor Lifetime 'Dimes' Chairman

Eddie Cantor has been appointed lifetime chairman of the "March of Dimes of the Air" by Basil O'Connor, president of the National Foundation for Infantile Paralysis. Cantor is the first to receive such recognition. Others who have accepted chairmanship posts for the 1954 campaign are Bob Hope, June Allyson and John Daly.

FOR THE RECORD

Motion Picture Daily Presents
The Box-Office Hits of 1953

FROM HERE TO ETERNITY (COLUMBIA)

GENTLEMEN PREFER BLONDES (20th-FOX)

HANS CHRISTIAN ANDERSEN (GOLDWYN-RKO)

HOUSE OF WAX (WARNER BROTHERS)

MOULIN ROUGE (UNITED ARTISTS)

PETER PAN (DISNEY-RKO PICTURES)

THE ROBE (20th-FOX)

SHANE (PARAMOUNT)

[*The pictures above are listed alphabetically by title.*]

Celler Would Re-Define 'Business,' 'Anti-Trust'

WASHINGTON, Jan. 3.—Rep. Emanuel Celler (D., N.Y.), ranking Democrat on the House Judiciary Committee, feels a recent Federal Court decision raises the question of whether the motion picture industry and other entertainment businesses are subject to the Federal anti-trust laws.

Celler was sharply critical of a decision handed down last week in New York by Federal Judge John C. Knox. Judge Knox dismissed the Justice Department's anti-trust suit against the Shubert theatre booking interests on the ground that, like baseball, theatre bookings are not a business and therefore not subject to the anti-trust laws. Celler said this decision may be followed by the dismissal of other anti-trust suits involving "all manner of activities both in and out of the entertainment world." Pointing out that motion picture companies, the medical associations and press wire services have in the past all been held subject

(*Continued on page* 5)

All 20th Releases In Technicolor in First '54 Quarter

All 20th Century-Fox releases during the first quarter of 1954, both CinemaScope and standard films, will be in color by Technicolor.

The product slate will see three CinemaScope productions and three regular features produced by Panoramic Productions offered during the January-February-March period.

January releases are "King of the

(*Continued on page* 5)

SDG to Vote Friday For Video Citations

HOLLYWOOD, Jan. 3.—The first annual award of the Screen Directors' Guild for the best direction in television will be determined on Friday by a balloting of the SDG membership following a screening of selected TV films at the Walt Disney Studios in

(*Continued on page* 5)

Chicago Cinerama Close to $1,000,000

The $1,000,000 mark for "This Is Cinerama" will soon be passed in Chicago, where the attraction opened at the Palace Theatre on July 29, Si H. Fabian, president of Stanley Warner, disclosed here.

Chicago will thus join New York,

(*Continued on page* 5)

MPA Tells Court:

Films Cannot Be Half-free, Half-slave

Enters Brief in 'M' Case Denouncing State Censor

WASHINGTON, Jan. 3.—"Motion pictures, as part of the press, can not remain half slave and half free," the Motion Picture Association of America declared in an amici curiae brief filed with the U. S. Supreme Court on the "M" case.

The brief, filed at the weekend jointly with the Independent Theatre Owners of Ohio, cited evidence to "refute the notion that the framers of the original state constitutions and the First Amendment contemplated exceptions to the principle of absolute immunity from censorship."

It stated that Ohio theatre owners oppose state censorship "not only because they consider censorship a violation of their constitutional rights,

(*Continued on page* 5)

Para.-DuMont Have Maximum TV Units

WASHINGTON, Jan. 3.—The Federal Communications Commission has authorized Allen B. DuMont Laboratories to acquire a UHF television station in Kansas City.

The FCC said DuMont could take over KCTY from Empire Coil, Inc. The Commission declared that DuMont was not paying anything for the station, but was merely taking over Empire's contracts and obligations.

The Commission has ruled that Du-

(*Continued on page* 5)

1953 Television Poll Results Out Tomorrow

Results of the fifth annual "Motion Picture Daily"-"Fame" poll of television editors and columnists of newspapers and magazines to select the best programs and performers of 1953 on TV will be published in "Motion Picture Daily" tomorrow.

Results of the 18th annual radio poll for "Fame" will be published here on Wednesday.

Personal Mention

ADOLPH ZUKOR, Paramount board chairman, left here for the Coast over the weekend.

•

EMERY AUSTIN, M-G-M exploitation manager, will leave here for Chicago on Jan. 16. He will be accompanied by ELLIOTT FORMAN, press representative for New Jersey and New York.

•

RICHARD DE LANEY, assistant manager of the Strand and Valentine Theatres in Defiance, O., has been drafted into the army. KENNETH SMITH succeeds him at the theatres.

•

A. W. SCHWALBERG, Paramount distribution head, is due in New York from the Coast this week.

•

WILLIAM ZOELLNER, head of M-G-M short subjects sales, is in Atlanta on the first leg of a tour of five branches.

•

ROBERT PIROSH, M-G-M director, and his crew will arrive here tomorrow from Cairo en route to the Coast.

•

YASUO NAKAJIMA, director of the Haikyo Co. of Japan, left Hollywood for Tokyo after conferences with Allied Artists executives.

•

HARRY BROWNING, home office executive of New England Theatres, has returned to Boston from Hartford.

3-D Photographs for 'Money from Home'

As part of the promotion program set for Hal Wallis' "Money from Home," Paramount has made arrangements for theatres to secure for distribution to patrons three-dimensional photos of Dean Martin and Jerry Lewis in a scene from the color by Technicolor comedy. Accompanying the photos are "magic viewers" that give the scene a stereoscopic slant.

Samples of the photo-and-viewer set are being mailed to exhibitor customers by Paramount branches. The set is packaged in an envelope on which can be printed the theatre's sales message to patrons.

St. Louis Moveover For 'French Line'

ST. LOUIS, Jan. 3.—RKO Radio's "The French Line," 3-D color in Technicolor musical starring Jane Russell, will move over from the Fox Theatre to the Missouri on Tuesday, where it will be held for an extended engagement.

The Missouri has been closed since last May. It is being reopened for "The French Line."

'Woman' to Bow Jan. 20

"Wicked Woman" will have its world premiere at the Goldman Theatre in Philadelphia on Jan. 20, it was announced by William J. Heineman, United Artists vice-presidennt in charge of distribution.

Channels for Color-Video Being Prepared by AT&T

The Long Lines department of American Telephone and Telegraph Co. is engaged in a program of equipping television channels for the transmission of color programs to meet the requirements of the broadcasting industry, it was revealed at the weekend. For months, the Bell System has been engaged in preparatory work and plans necessary to carry out the job of modifying its TV network routes.

Ralph L. Helmreich, Long Lines director of operations, said that the transcontinental radio relay route was equipped to carry the color-cast of the Tournament of Roses Parade from Pasadena, Cal., to the East on Friday. These facilities served some 18 cities with color television.

Proved by Experimentation

The type of color signal approved by the Federal Communications Commission has, on a number of occasions, been successfully transmitted over Bell System facilities. On Oct. 15, at the request of the FCC, an experimental program was transmitted from New York to Washington and back on both radio relay and coaxial cable. A color program also was transmitted experimentally from New York to California on Nov. 3. These demonstrations have proved that good quality color pictures, as received from the televising cameras, can be transmitted over those Bell System network facilities that have been suitably modified and arranged to handle the newly authorized color signals, Helmreich said.

Cost Is a Factor

Helmreich pointed out that the facilities and technical operations required to transmit a color picture are more costly and complicated than for black and white. He said the two types of telephone transmitting systems used to carry television programs—radio relay and coaxial cable—require additional equipment and readjustment before high quality color signals can be flashed from one city to another.

"In addition to equipping the routes with new apparatus, the company must also train personnel in the techniques of color transmission," Helmreich said. "The initial training program for necessary personnel was started some time ago and is scheduled to be completed by the end of this month."

Long Lines has about 50,000 miles of video channels in service, with some 261 stations in 159 cities interconnected with the networks.

'Herald' U.K. Poll Widely Publicized

LONDON, Jan. 3.—The results of the annual "Motion Picture Herald"-"Fame" showmen's poll to pick the "Money Making Stars" at the country's box offices in 1953 were prominently featured in newspapers throughout the United Kingdom at the weekend, as well as on British Broadcasting Co. programs.

Five of Five Were English

Newsmen emphasized that the survey disclosed that, despite Hollywood's dominance of the screens here, six British films figured among the first 12 top grossers on this side. Of the first five money-making films, five were British, in fact. They are: "A Queen Is Crowned," "The Cruel Sea," "Road to Bali," "Genevieve" and "Red Beret."

Max Bronow Heads Phila. Office Union

PHILADELPHIA, Jan. 3.—Max Bronow, M-G-M booker here, has been elected president of Office Employes Local No. F-7 of the IATSE. Jerry Levy, Columbia booker, was named vice-president; Helen Hudak, Universal booker, secretary, and Mary Monoghan, United Artists booker, treasurer.

Ginsberg to Coast

Henry Ginsberg returned to the Coast over the weekend, after concluding preliminary conferences with Warner Bros. home office executives for George Stevens' production of Edna Ferber's novel, "Giant."

Skouras, Fabian to Phila. V.C. Dinner

PHILADELPHIA, Jan. 3.—Spyros Skouras, president of 20th Century-Fox, and Si H. Fabian, president of Stanley Warner and head of the Fabian Circuit, will be the principal speakers at the 20th anniversary dinner of the Variety Club of Philadelphia, Tent 13, at the Bellevue Stratford Hotel here on Jan. 11.

The occasion will also mark the induction of the new Variety Club crew headed by Norman Silverman, Republic branch manager, as well as the completion of the term by Ralph Pries, Berlo Vending executive. The event also closes the current welfare drive of the tent, proceeds of which go to benefit the club's principal charity, a camp for handicapped children at Worchester, Pa. In addition to home office executives, city and state leaders are expected to be on hand, with delegations due also from upstate Pennsylvania, New Jersey and Delaware. Jay Emanuel, exhibitor and trade paper publisher, is chairman of the dinner committee.

Plea Made to Halve Guatemalan 20% Tax

The Guatemala government, according to reports received in New York, has been petitioned by the city administration of Guatemala City to reduce by 10 per cent the 20 per cent tax on the profits of film distributors. The petition stated that because of the tax American distributors have restricted their output, resulting in sharply decreased revenue for local theatres.

Three Nominated for Re-Election by WB At Feb. 3 Meet

Nominated for reelection to Warner Brothers' board of directors are Samuel Carlisle, Stanleigh P. Friedman and Samuel Schneider, according to the company's proxy statement sent to stockholders in preparation for the annual meeting, slated to be held in Wilmington, Del., on Feb. 3. The terms of the other five directors do not expire at the present time.

Salaries Itemized

The remuneration of officers, according to the proxy, during the six months ending Aug. 31, 1953 was as follows: Harry M. Warner, president, $52,000; Jack L. Warner, vice-president, $52,000; Schneider, vice-president, $52,050; Benjamin Kalmenson, vice-president, $52,000; Albert Warner, vice-president, $39,000; Carlisle, controller and assistant treasurer, $25,010; Stanleigh P. Friedman, vice-president, $32,550; Robert W. Perkins, vice-president, $45,550. The total paid to all directors and officers for the period was listed as $434,910.

Royal Honors to 2 In U.K. Show World

LONDON, Jan. 3.—The annual royal New Year's honor list announced over the weekend included a knighthood for George Robey, aged 84, widely known vaudeville comedian and film actor of an earlier period. His last screen appearance was as Falstaff in Laurence Olivier's "Henry V."

G. Darnley Smith, managing director of J. Arthur Rank's Cinema Television, Ltd., was made a commander of the Order of the British Empire in recognition of his pioneering achievements in the development of television here.

Legion's Review of 9 Places 1 in Class C

Of the nine films cited in the latest listing of the National Legion of Decency, one — "Violated" — has been placed in Class C, three in Class B and five in Class A. The three pictures in Class B are "Act of Love," "Tanga-Tika" and "Wicked Woman."

"The Golden Coach" and "His Majesty O'Keefe" have been designated as Class A, Section 2, while "The Eddie Cantor Story," "King of the Khyber Rifles" and "Knights of the Round Table" have been placed in Class A, Section 1.

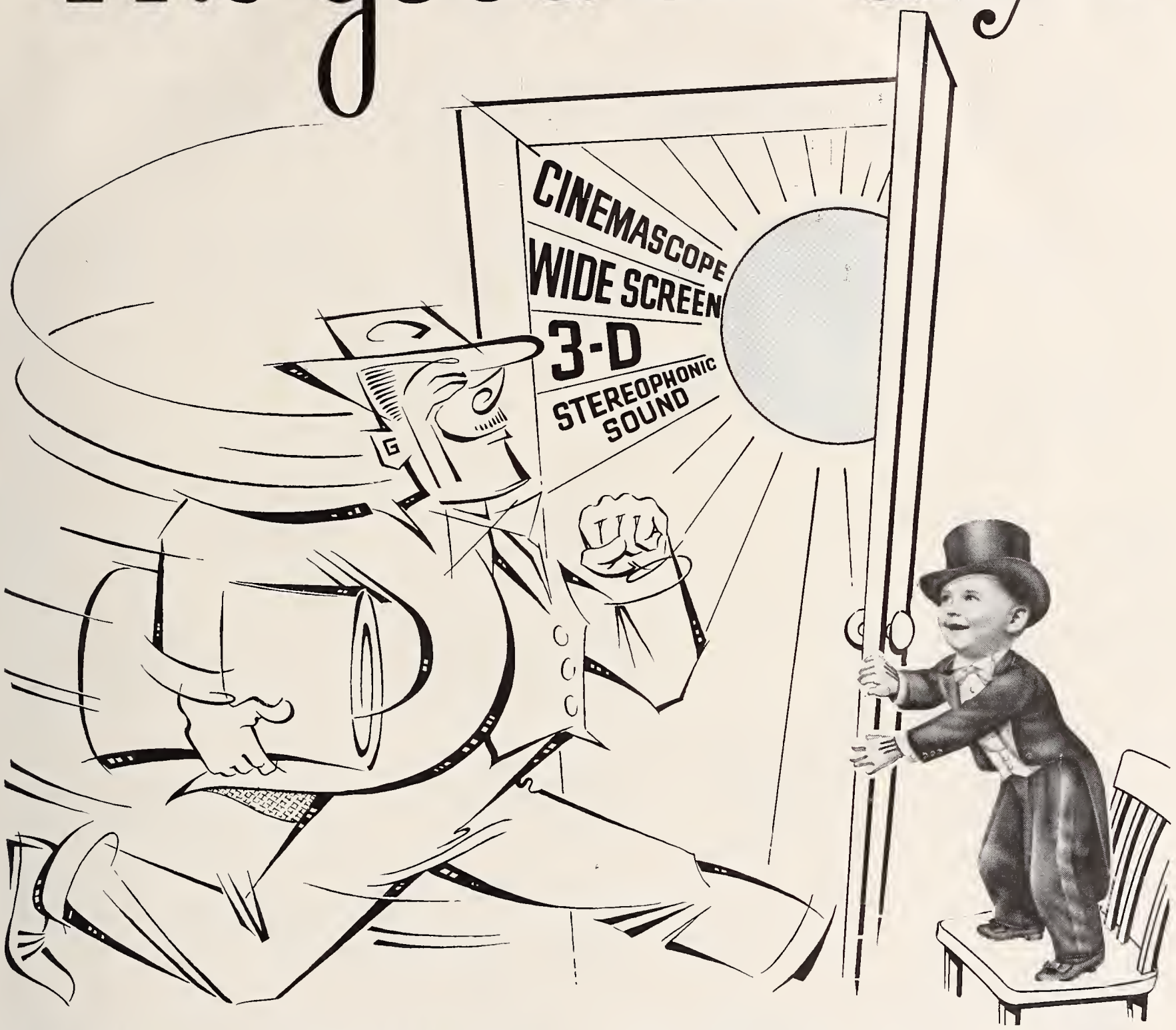
Kimler, Exhibitor Pioneer, Is Dead

TOLEDO, Jan. 3.—Funeral services were held here for John F. Kimler, pioneer theatre owner, who died following a cerebral hemorrhage. He built and for many years managed the Pantheon Theatre, now operated jointly by the Skirball and Smith & Beidler circuits. Kimler was a longtime associate of Martin G. Smith and James Beidler. He retired some years ago. Surviving are a son, a daughter and a brother.

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PN 1993
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The good ~~old~~ *new* days!



Buck up, brother . . . and look at the *bright side* . . . of the "good *new* days" just ahead! . . . There's a whole new era in motion pictures on the horizon ...with CINEMASCOPE, 3D, WIDESCREENS and STEREOPHONIC SOUND setting the pace! . . . And some new HIT PICTURES, too . . . that have been *setting* some *new* records . . . and *breaking* some *old* ones! . . . And the PRIZE BABY's keeping right in step, too, brother . . . with the TRAILERS, ACCESSORIES and special display items . . . that herald the coming of this *new era* in motion picture history!

Look ahead, brother . . . and start *selling* what you've got *coming* . . . some BIGGER and BETTER Movies . . . in a BIGGER and BETTER way!

Sell the *Bigger* SHOWBUSINESS with *Bigger* SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Oct. 18		(Oct. Releases) THE BIG HEAT (Sterephonic Sound) Glenn Ford Gloria Grahame D—90 min. (Rev. 9/25/53) SLAVES OF BABYLON (Color) Richard Conte Linda Christian D—82 min. COMBAT SQUAD John Ireland Lon McCallister D—72 min. (Rev. 10/7/53)	SINS OF JEZEBEL (Anscocolor) Paulette Goddard D (5225) (Rev. 11/27/53)	TORCH SONG (Color) Joan Crawford Michael Wilding D—90 min. (Rev. 10/2/53) TAKE THE HIGH GROUND (Color) Richard Widmark Elaine Stewart D—101 min. (Rev. 9/24/53)	(Oct. Releases) THE WAR OF THE WORLDS (Color) D—85 min. (5303) (Rev. 3/5/53) LITTLE BOY LOST Bing Crosby Claude Dauphin D—95 min. (5304) (Rev. 7/8/53) THOSE REDHEADS FROM SEATTLE Rhonda Fleming Agnes Moorehead D—90 min. (5305) (Rev. 9/24/53)	SEA OF LOST SHIPS John Derek Wanda Hendrix D—85 min. (Rev. 10/26/53)	(Re-Release) OUT OF THE PAST Robert Mitchum Jane Greer D—97 min. (Rev. 10/17/47) (Re-Release) FOLLOW THE FLEET Fred Astaire Ginger Rogers M—110 min. (Rev. 2/11/36)	(Oct. Releases) THY NEIGHBOR'S WIFE Hugo Haas Cleo Moore D—77 (Rev. 9/24/53) VICKI Jeanne Crain Jean Peters D—85 min. (Rev. 9/9/53)	(Lazar Wechsler) THE VILLAGE John Justin Eva Dahlbeck D—98 min. (Rev. 9/25/53)	(Oct. Releases) EAST OF SUMATRA (Color) Jeff Chandler Marilyn Maxwell D—82 min. (Rev. 9/17/53) THE ALL-AMERICAN Tony Curtis Lori Nelson D—83 (Rev. 7/22/53)	SO BIG Jane Wyman Sterling Hayden D—101 min. (Rev. 10/1/53)
Oct. 25	JENNIFER Ida Lupino Howard Duff D—73 min. (5407)							(Nov. Releases) HOW TO MARRY A MILLIONAIRE (CinemaScope-Color) Marilyn Monroe Betty Grable Lauren Bacall MD—96 min. (Rev. 11/5/53) MISS ROBIN CRUSOE (Color) Amanda Blake George Nader D—75 min. (Re-Release) FALLEN ANGEL Alice Faye Dana Andrews D—97 min. (Rev. 10/24/45) (Re-Release) FOREVER AMBER Linda Darnell Cornell Wilde D—140 min. (Rev. 10/10/47) (Re-Release) A YANK IN THE R.A.F. Tyrone Power Betty Grable D—97 min. (Rev. 10/9/48)	CROSSED SWORDS (Color) Errol Flynn D		(Re-Release) KEY LARGO Edward G. Robinson Humphrey Bogart Lauren Bacall D—101 min. (Rev. 7/7/48)
Nov. 1									STRANGER ON THE PROWL Paul Muni D—82 min. (Rev. 11/19/53)		(Re-Release) TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston D—126 min. (Rev. 1/7/48)
Nov. 8	JACK SLADE Mark Stevens Dorothy Malone O—90 min. (5406) (Rev. 10/21/53)	(Nov. Releases) PARIS MODEL Marilyn Maxwell Paulette Goddard D—81 min. PRISONERS OF THE CASBAH (Color) Gloria Graham Cesar Romero D—78 min. (Rev. 11/18/53)		ALL THE BROTHERS WERE VALIANT (Color) Stewart Granger Robert Taylor Ann Blyth D—101 min. (Rev. 10/16/53)			LOUISIANA TERRITORY (Color) Val Winger Lee Zinser OD—65 min. (Rev. 10/14/53)		SHARK RIVER (Color) Steve Cochran Carole Mathews D—80 min. (Rev. 11/19/53)		CALAMITY JANE (Color) Doris Day Howard Keel MD—101 min. (Rev. 10/28/53)
Nov. 15	VIGILANTE TERROR Bill Elliott W-70 min. (5422)	(3-D) GUN FURY (Color—Stereophonic Sound) Rock Hudson Roberta Haynes Donna Reed W—83 min. (Rev. 10/26/53)	THE MAN FROM CAIRO (Color) George Raft D—(5302) 81 min. (Rev. 12/15/53)	(3-D) KISS ME KATE (Color) Kathryn Grayson Howard Keel Ann Miller MD—109 min. (Rev. 10/27/53)	(Nov. Releases) (3-D) FLIGHT TO TANGIER (Color—Stereophonic Sound) Joan Fontaine Jack Palance D—90 min. (5306) (Rev. 10/14/53) BOTANY BAY (Color) Alan Ladd James Mason D—94 min. (5307) (Rev. 9/30/53) (3-D) CEASE FIRE (Stereophonic Sound) Filmed on Fighting Front in Korea D—85 min. (Rev. 11/23/53)	FLIGHT NURSE Joan Leslie Forrest Tucker D— CRAZYLEGS Elroy "Crazylegs" Hirsch D—87 min. (Rev. 10/23/53)					(3-D) HONDO (Color) John Wayne Geraldine Page WD—82 min. (Rev. 11/25/53)
Nov. 22										(Nov. Releases) (3-D) THE GLASS WEB Edward G. Robinson Marcia Henderson D—81 min. (Rev. 10/16/53) BACK TO GOD'S COUNTRY (Color) Rock Hudson Marcia Henderson D—78 min. (Rev. 9/14/53)	THUNDER OVER THE PLAINS (Color) Randolph Scott Lex Barker Phyllis Kirk WD—82 min. (Rev. 11/6/53)
Nov. 29	FIGHTER ATTACK (Color) Sterling Hayden J. Carrol Naish D—80 min. (Rev. 12/11/53)	(3-D) THE NEBRASKAN (Color Phil Carey Roberta Haynes D—68 min. (Rev.11/17/53) LAST OF THE PONY RIDERS Gene Autry Smiley Burnette W—59 min.	TERROR STREET Dan Duryea D—(5304) 80 min. (Rev. 12/18/53) LIMPING MAN Lloyd Bridges Mary Castle D—(5318)	ESCAPE FROM FORT BRAVO William Holden Eleanor Parker D—98 min. (Rev. 11/2/53)						THE VEILS OF BAGDAD (Color) Victor Mature Mari Blanchard D—82 min. (Rev. 10/7/53)	
Dec. 6	PRIVATE EYES Bowery Boys C—64 min. (5321)		WHITE FIRE Scott Brady Mary Castle D—(5317)			GERALDINE John Carroll Mala Powers C—90 min. RED RIVER SHORE Rex Allen Slim Pickens W		(Dec. Releases) BENEATH THE 12-MILE REEF (CinemaScope-Color) Robert Wagner Terry Moore Gilbert Roland D—102 min. (Rev. 12/16/53) MAN CRAZY Neville Brand Christine White Irene Anders D—79 min. (Rev. 12/21/53) MAN IN THE ATTIC Jack Palance Constance Smith Byron Palmer D—82 min. (Rev. 12/30/53)	(Greene-Rouse Production) WICKED WOMAN Beverly Michaels Richard Egan D—77 min. (Rev. 12/7/53) RIDERS TO THE SKY (Color) William Lundigan Herbert Marshall Richard Carlson D		
Dec. 13		(Dec. Releases) KILLER APE Johnny Weissmuller Carol Thurston D—68 min. (Rev. 12/3/53)							THE CAPTAIN'S PARADISE Alec Guinness Yvonne De Carlo Celia Johnson C—76 min. (Rev. 10/15/53)	(Dec. Releases) WALKING MY BABY BACK HOME (Color) Donald O'Connor Janet Leigh MD—78 min. (Rev. 11/12/53)	
Dec. 20	TEXAS BADMAN Wayne Morris W—62 min.	(3-D) THE NEBRASKAN (Color) Phil Carey Roberta Haynes WD—68 min. (Rev. 11/17/53)	HOLLYWOOD THRILL-MAKERS James Gleason D—(5321)	EASY TO LOVE (Color) Esther Wiliams Van Johnson Tony Martin MC—96 min. (Rev. 11/12/53)	(Dec. Releases) HERE COME THE GIRLS (Color) Bob Hope Arlene Dahl Rosemary Clooney Tony Martin MC—78 min. (Rev. 10/20/53)				BEAT THE DEVIL Humphrey Bogart Jennifer Jones Gina Lollobrigida Peter Lorre D	THE GLENN MILLER STORY (Color) James Stewart June Allyson D	THREE SAILORS AND A GIRL (Color) Jane Powell Gordon Mac Rae Gene Nelson M—98 min. (Rev. 11/25/53)
Dec. 27		(3-D) DRUMS OF TAHITI (Color) Dennis O'Keefe Patricia Medina D (Rev. 12/24/53)									(3-D) HONDO (Color) John Wayne Geraldine Page WD—83 min. (Rev. 11/25/53)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

East Council

(*Continued from page* 1)

Studio Mechanics, Locals Nos. 52, 59 and 366; Film Editors and Cutters, Local No. 771; Motion Picture Projectionists, Locals Nos. 306, 650 and 640; Studio Technicians and Mechanics, Local No. 340; Motion Picture Assistant Directors, Local No. 161; Motion Picture Wardrobe Attendants, Local No. 764; Makeup Artists and Hair Stylists, Local No. 798, and Motion Picture Laboratory Technicians, Local No. 702.

Under the basic pact, the producer agrees that an employee associated in the production of a picture in the East shall be or become a member of one of the East Coast locals on or after the 30th day of employment and that he will be selected from experienced personnel among the crafts in the New York area.

Preference of employment will be given to those with experience in production in the East and with seniority, the definitions of which will be incorporated in new contracts which currently are being drafted.

See Cinerama

(*Continued from page* 1)

Detroit and Hollywood in passing the $1,000,000 gross mark, Fabian added. Since "This Is Cinerama" opened in New York on Sept. 30, 1952, it has grossed an estimated $6,500,000 in its seven-city engagement. Recent additions to the seven cities were San Francisco, where "This Is Cinerama" opened on Christmas Day, and in Boston, on Dec. 30.

Stanley Warner, which now owns exclusive production and exhibition rights for the process, plans to open Cinerama theatres in 10 foreign cities by the end of June, Fabian added. He said that at that time there should be from 23 to 25 Cinerama theatres operating throughout the world.

Florida Exhibitors File Anti-Trust Suit

JACKSONVILLE, Jan. 3. — A $600,000 anti-trust damage suit has been filed in Federal Court here by John R. Sutton, Jr., and L. K. Kasa, partners in the Vogue Theatre, Orlando, claiming they were denied first-run pictures. Triple damages are asked.

Defendants are Florida State Theatres, Florida Coastal Theatres, 20th Century-Fox, Paramount, RKO Pictures, Columbia, United Film Exchange, Warner Brothers, Loew's, United Artists.

Set 'Babylon' Plans

HOLLYWOOD, Jan. 3. — Jack Cummings will produce F. Scott Fitzgerald's "Babylon Revisited," with Elizabeth Taylor heading the cast. Richard Brooks, who will direct the M-G-M picture, will go to Paris in March to arrange for partial production of the film there.

'Law' to Bow Here

"Both Sides of the Law," new J. Arthur Rank Organization production, will have its American premiere on Jan. 11 at the Embassy 72d Street here, it was disclosed by Universal Pictures, U. S. distributor of the film.

MPA in Plea to Court

(*Continued from page* 1)

but because they feel it imposes an inordinate economic burden upon the usual and customary pursuits of their business," citing the state censorship fee of $3 per thousand feet of film.

The 28-page document called on the High Court to reverse the Ohio Supreme Court decision which upheld the banning by state censors of "M," a Columbia Pictures production now distributed by Superior Films, Inc.

Asking the U. S. Supreme Court to rule that state censorship of motion pictures is unconstitutional, the brief contended that Ohio's censorship fee has an adverse economic impact right down the line on the distribution and exhibition of motion pictures in that state. As examples, the brief said that the censorship fees "are such a penalty on the distributor that he often finds it economically prohibitive" to supply an adequate number of prints to Ohio exchanges.

The MPAA, stating its reason for entering the case, said that "for years, the Association has been opposed to government censorship. Indeed, the Association's Production Code was designed in 1930 as a workable alternative to official restraint. Member companies and other producers voluntarily adhere to the provisions of this Code, whose principles reflect the social and moral values of American culture. The Association's Production Code Administration issued a certificate to the motion picture 'M,' stating that it was approved as conforming to the Production Code."

Regarding fees, the joint brief added: "Were censorship not the stumbling block in transporting prints from one state to another, trucking charges could be drastically reduced." The brief also noted that many motion pictures banned or cut by Ohio censors are shown on television in the state with full Constitutional freedom from censorship.

The joint brief was signed by Sidney A. Schreiber, general attorney of the MPAA, and Philip J. O'Brien, Jr., formerly on MPAA's legal staff.

SDG's TV Awards

(*Continued from page* 1)

Burbank. The six directors and their assistants recently nominated for the ward by the Guild membership ballot each selected one film each to exhibit as follows:

Robert Florey, "Last Voyage" (Four Star Productions), CBS, Bruce Fowler, assistant director; Richard Irving, "Private Pushkin" (Revue Productions), CBS, Willard Sheldon, assistant director; Roy Kellino, "Desert Tragedy" (Meridian Productions), CBS, Ken Walters, assistant director.

Also Lew Landers, "The Masquerade" (Loveton - Schubert Productions), Topper Series, CBS, William Kissell, assistant director; Ted Post, "Gun Job" (Screen Gems), Ford Theater, NBC, Jack Corrick, assistant director; Jack Webb, "Dragnet Christmas Story" (Mark VII Productions), NBC, Sam Ruman, assistant director.

More than 700 members of the Guild will vote on the above selections. The results of the balloting will be released for the first time at the third annual Screen Directors' Guild Awards dinner dance, Jan. 24, at the Biltmore Bowl, Biltmore Hotel.

It was the intention of the Guild to have a nominating slate of five directors, but due to a tie of two of the directors, six emerged.

'Paratrooper' Defeats Pneumatic Drill

BOSTON, Jan. 3. — Columbia's "Paratrooper" at the Pilgrim Theatre here competed with the noise of a pneumatic drill in a next door garage and "Paratrooper" won. However, American Theatres Corp., owner of the Pilgrim, obtained an injunction in Suffolk Superior Court restraining the garage from using the drills or buffing machines between 11:00 A. M. and 11:00 P. M.

The theatre company claimed that patrons were unable to hear the music and dialogue of the screen fare, many of them demanding their money back. Despite the noise, the Pilgrim established a new house record by taking in more than $21,000 in the first week of the current run.

20th Releases

(*Continued from page* 1)

Khyber Rifles" in CinemaScope, starring Tyrone Power, Terry Moore and Michael Rennie, produced by Frank P. Rosenberg and directed by Henry King, and "Three Young Texans," a Panoramic Production starring Mitzi Gaynor, Keefe Brasselle and Jeffrey Hunter, produced by Leonard Goldstein and directed by Henry Levin.

February releases are "Hell and High Water," in CinemaScope, starring Richard Widmark and Bella Darvi, produced by Raymond A. Klune and directed by Samuel Fuller, and "The Siege at Red River," starring Van Johnson and Joanne Dru, produced by Leonard Goldstein and directed by Rudolph Mate.

March releases are "Night People," in CinemaScope, starring Gregory Peck, Broderick Crawford, Anita Bjork and Rita Gam, produced and directed by Nunnally Johnson, and "Gorilla At Large," to be made available both in 3-D and 2-D, starring Cameron Mitchell, Ann Bancroft and Lee J. Cobb.

Loew Explains

(*Continued from page* 1)

said Loew, "is distributed through the center and side screen horns by means of a small piece of equipment in the projection booth. There is no necessity to make any changes in standard projection sound heads."

"It is simple and foolproof," he continued. "From the renters' point of view, it makes stereophonic sound an easier and less expensive process. For exhibitors it has all of the advantages of the new sound, with none of the difficulties."

He said, in effect, that it was an all purpose system since theatres not equipped for stereophonic reproduction can run the sound through their single horns without any adjustments.

A trade demonstration of the device is expected to be held at the Empire early this month, followed by demonstration in other European countries. For U. S. engagements, prints of "Knights" are equipped with the four-track magnetic sound which 20th-Fox is using with all of its CinemaScope features.

Celler Urges

(*Continued from page* 1)

to the anti-trust laws, the New York Democrat said that Judge Knox's decision will "raise many eyebrows," and require a complete examination of the question of what constitutes "business" under the anti-trust statutes.

"When Congress reconvenes," Celler said, "I shall insist that the House Judiciary Committee take a new look at the definition of 'business.' We must nail down a number of activities that now seem to be immune from our anti-trust laws."

Para.-DuMont

(*Continued from page* 1)

Mont is controlled by Paramount Pictures, and the new Kansas City Channel will give the combined Paramount-DuMont set-up the maximum of five television stations now permitted by FCC rules. DuMont already has stations in New York, Washington and Pittsburgh, and Paramount has a Los Angeles station. However, the FCC recently proposed liberalizing its rules to permit one corporation or group to own up to seven stations, providing that no more than five are VHF channels. Since the Kansas City station is a UHF station, DuMont-Paramount could still acquire another VHF and another UHF station if the FCC rules liberalization becomes final.

New Penn. Theatre Company Chartered

HARRISBURG, Pa., Jan. 3.—Viking Theatre Corp. of Philadelphia, has been incorporated at $500,000 to lease, purchase, own, manage, conduct, sell and dispose of motion picture and legitimate theatres and places of amusement. Incorporators are Harry Sley, B. E. Sley and Ed. A. London, all of Philadelphia.

Joffee Quits Fox Midwest

KANSAS CITY, Jan. 3.—S. Bernard Joffee, known as Barney Jobber in theatrical and film circles, has resigned as manager of the Tower, downtown first-run theatre of the Fox Midwest circuit here and may enter business, possibly in the theatre field. Roy Hill, recently manager of Fox Midwest's Fairway, succeeds him as manager of the Tower.



7 DAYS IN HAWAII $441

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Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.

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COMPARE THE FARE AND YOU'LL GO BY AIR

THE SCREEN'S HOTTEST NEW BOXOFFICE PERSONALITY.....

.....in the year's most unusual entertainment thrill!



JACK PALANCE

tops his sensational performances in "Sudden Fear" and "Shane" as he rockets to stardom in

MAN IN THE ATTIC

A PANORAMIC PRODUCTION · RELEASED BY 20th CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 2 NEW YORK, U. S. A., TUESDAY, JANUARY 5, 1954 TEN CENTS

New Favorites

Vote 'Omnibus' TV's Best in '53 'Fame' Poll

Critics Designate Donald O'Connor Top Performer

CBS-TV's "Omnibus" was voted the Best Network Television Program of 1953 by television editors, critics and columnists of American newspapers and magazines voting in the fifth annual motion Picture Daily-Fame poll. Alistair Cooke presides over "Omnibus" programs as master of ceremonies. In being voted the program "Champion of Champions," "Omnibus" displaced NBC-TV's "Your Show of Shows" from the top position in the poll which the latter had held for three years. The CBS winner is presented by the Television Radio Workshop of the Ford Foundation on Sundays from 5 to 6:30 P.M. (E.S.T.).



Alistair Cooke

O'Connor Named

Donald O'Connor, featured on NBC-TV's Colgate Comedy Hour, was voted television's best individual performer of 1953.

Sid Caesar and Imogene Coca, stars of "Your Show of Shows," continue popular with the critics, the poll shows. They were voted Best Comedy Team, and Miss Coca was acclaimed TV's Best Comedienne. "Your Show of Shows" finished second to "Omnibus" in the Best Network Program category, was second in Best Variety Program class, and Caesar

(*Continued on page 4*)

Complete Results of TV Poll on Page 5

The complete results of the voting in MOTION PICTURE DAILY-FAME'S fifth annual television poll are published on Page 5 of this issue. First, second and third place winners in all categories of the 1953 poll are given.

11 from RKO Radio In First Half of '54 Plus 9 Reissues

Eleven productions, all but two of them in color by Technicolor and three in 3-D, will be released by RKO Radio during the first half of 1954, according to an announcement by J. R. Grainger, president. Three of these are currently before the cameras and the rest are either completed or in editing stages.

First to go will be "Killers from Space," produced and directed by W. Lee Wilder, slated for Jan. 23 release.

Feb. 8 will usher in "The French Line," in 3-D and Technicolor, starring Jane Russell, Gilbert Roland, and Arthur Hunnicutt. It is an Edmund Grainger production directed by Lloyd Bacon.

Feb. 15, will see the release of "She Couldn't Say No," starring Robert Mitchum, Jean Simmons and Arthur Hunnicutt, produced by Robert Sparks and directed by Lloyd Bacon. On

(*Continued on page 7*)

Italians Want More Playoffs

The National Association of the Motion Picture and Allied Industries of Italy (ANICA) in Rome will ask the national legislature to pass a bill requiring theatres to increase the minimum playing time allocated to local product by 50 per cent, from the present 80 to 120 days annually, according to information received here by Italian Films Export. The move is said to have resulted from the increasing number of Italian-produced films and the

(*Continued on page 6*)

CREST CASE WON BY DISTRIBUTORS

Ohio Defends Censorship

WASHINGTON, Jan. 4. — The tremendous impact of the motion picture as a medium of communication requires some state censorship of films to protect citizens against certain dangerous films, the Supreme Court was told today.

The statement was contained in a brief submitted by Ohio state censors in defense of their censorship of the film "M." The court this week will hear arguments challenging the constitutionality of Ohio and New York state film censorship laws. Argument will start Wednesday afternoon and

(*Continued on page 2*)

See MPA Meet on 'Line' on Jan. 14

Likelihood of a board of directors meeting of the Motion Picture Association of America on Jan. 14 was held out here yesterday following the announcement that Eric Johnston, MPAA president, is due to return here from Hollywood on Jan. 13.

The first meeting of company presidents in the new year is slated to tackle the issue posed by RKO Pictures' release of "The French Line" without a Code seal, an action which could carry the imposition of a penalty of $25,000. Johnston arrived on the

(*Continued on page 7*)

Supreme Court Rejects Baltimore Theatre's Appeal By 7-1 Vote

By J. A. OTTEN

WASHINGTON, Jan. 4.—The Supreme Court ruled today that the major distributors had not violated the anti-trust laws when they refused to license first-run films to the neighborhood Crest Theatre in Baltimore.

The court's decision was a major victory for the distributors and should have important effects on other private anti-trust suits still pending in lower courts in which neighborhood theatres are trying to obtain first-run films.

By a seven-to-one vote, the Supreme Court vetoed Crest's appeal from a similar adverse decision by the Fourth Circuit Court of Appeals. The high court ruled that proof of parallel business behavior was not enough to establish an anti-trust law violation,

(*Continued on page 6*)

Good Grosses Usher in '54

Lively business on Broadway and representative circuit theatres throughout the country ushered in the new year, adding to the healthy grosses chalked up at the Christmas weekend, according to a poll of theatre managers and circuit executives.

A spokesman for Loew's said that its neighborhood theatres in the New York Metropolitan area enjoyed one of the best New Year's weekends. Playing Loew's Metropolitan circuit

(*Continued on page 7*)

"The Long, Long Trailer"

[*Metro-Goldwyn-Mayer*] *Hollywood, Jan. 4*

"THE Long, Long Trailer" is the funniest picture that's come along in a long, long time. It's a comedy of situation, of complication, of dialogue and of characterization and performance, but it's more and better than the sum of these—it's a natural! That is to say, a little awkwardly but to the exact point, it's precisely the right subject for Lucille Ball and Desi Arnaz and they're precisely the right people for the subject. It is also to say that it's the joint creation of producer Pandro S. Berman, director Vincente Minnelli and co-writers Albert Hackett and Frances Goodrich, the quartette whose "Father of the Bride" and "Father's Little Dividend" left this wide, delighted world waiting hungrily for other collaborations in kind—and that the Ball-Arnaz tandem, in addition to being the top attraction in weekly television, fits into the Berman-Minnelli-Hackett-Goodrich pattern as snugly as the Spencer Tracy-Katharine Hepburn duo did on those earlier occasions. "The Long, Long Trailer" figures to equal the box-office sensation that "Father of the Bride" was, and the reaction of its

(*Continued on page 6*)

'Fame' Radio Poll Results Tomorrow

Results of the 18th annual MOTION PICTURE DAILY-FAME radio poll will be published tomorrow.

The winning performers and programs in the poll represent the choices of American newspaper and magazine radio critics, columnists and editors of the best material available to radio listeners in 1953.

Personal Mention

ARTHUR KRIM, president of United Artists, returned here yesterday from Europe.

•

PAULA and GEORGE FRASER, of the Paramount advertising and publicity departments, have adopted an eight-year-old girl who arrived here by plane on New Year's Eve from her native Belgium.

•

DR. THOMAS G. GOLDSMITH, JR., vice-president of Allen B. DuMont Laboratories in charge of research, will be heard as one of a panel discussing color television over WABD, New York, on Jan. 14.

•

JOSEPH A. WALSH, Paramount Pictures branch operations manager, arrived in Hollywood yesterday from New York.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, left here yesterday for Chicago and other Midwestern cities.

•

MADGE DOBER, secretary to JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, will be married on Saturday to RONALD ENNIS.

•

JAY EISENBERG, of the M-G-M legal department, returned to his desk here yesterday following a protracted illness.

•

—HOWARD STUBBINS, co-owner of the Allied Artists West Coast exchanges, returned to Los Angeles yesterday from Phoenix.

Say Nathanson Gets Assoc. Screen News

TORONTO, Jan. 4.—According to well-founded reports, an important deal has been negotiated by Paul L. Nathanson, son of the late N. L. Nathanson, whereby he has acquired control of Associated Screen News, Ltd., Montreal, an outstanding property of the Canadian Pacific Railway. The reports also indicate that J. J. Chisholm of Toronto, who has been Ontario branch manager of ASN for years, will be transferred to Montreal to become a key figure in operations under the Nathanson set-up.

Nathanson sold his Queensway studio in the Toronto suburbs not long ago to Rapid-Grip and Batten, Ltd., a photoengraving company, for its expansion into the moving picture production field.

Wanger, Flinn East For 'Cell' Confabs

HOLLYWOOD, Jan. 4. — Walter Wanger, producer of "Riot in Cell Block 11," and John C. Flinn, Allied Artists advertising-publicity director, will fly to New York tomorrow for conferences with Morey R. Goldstein regarding national release plans. The picture opens at the New York Mayfair Theatre on Feb. 18.

Selling Away from Cincinnati 1st-Runs

CINCINNATI, Jan. 4.—Product again is being sold away from first-runs in favor of suburbans here, with the showing of U-I's "Walking My Baby Back Home" going to the Ambassador, Norwood, Covedale, RKO Paramount and Valley, while the Hyde Park Art Theatre currently is roadshowing M-G-M's "Julius Caesar" on a two-a-day basis, with all seats reserved at a scale of $1-$2.20.

Altec Has a New Demagnetizer Unit

E. S. Seeley, Altec chief engineer, reported here yesterday the release to the industry of technical developments by Altec for preventing the destruction of magnetic sound recording by film machines.

Seeley announced that after a month of tests, conducted on a nationwide basis, it has turned over to 20th Century-Fox engineers for release to the entire theatre field all details related to the "Altec Demagnetizer Kit," together with the technique for demagnetizing parts in theatre film machines. "This action has been taken in the interest of the entire industry as a contribution to the successful use of magnetic sound tracks in theatres," he said.

Mich Back to 'Look' As Editorial Director

Daniel D. Mich, since 1950 editorial director of "McCall's Magazine" and formerly a top editor of "Look Magazine," will return to the latter publication on Jan. 25 as editorial director. He will succeed Dana Tasker, who has resigned from "Look." Gardner Cowles, president and editor of "Look," in outlining the changes in the editorial staff, stated that William B. Arthur, currently assistant managing editor, has been promoted to the post of managing editor and that the position and title of executive editor have been abolished at "Look."

Commenting on the departure of Mich from "McCall's," Otis L. Wiese, president of that publication, stated: "His new assignment is a measure of his worth."

Rudolph Benson, 66

CINCINNATI, Jan. 4. — Services were held yesterday for Rudolph Benson, 66, widely known publicist and advertising man, who died in Jewish Hospital following an operation performed four weeks ago. He was said to be the first publicity agent for motion pictures in this area. His widow, two sons and a daughter survive.

Arthur Manley Dies

BOSTON, Jan. 4. — Arthur G. Manley, treasurer of the Shubert Theatre here for 30 years, died yesterday at Symmes Hospital in Arlington, Mass.

Censorship

(*Continued from page 1*)

will probably be concluded early Thursday afternoon.

"The vividness of the medium and its extraordinary capacity for conveyance of thought and emotional stimulus make it the most effective of all expressions, with the concomitant dangers involved in its abuse," the Ohio brief declared.

The state argued that the Supreme Court's "Miracle" decision permitted some prior film censorship. It declared that this was justified by a long-standing principle that the protection of the 14th Amendment was not absolute, but rather "varies as the expression, the place, the time, the manner of regulation and the impact of the medium varies." It said Ohio has sought to protect its citizens from "a devastating attack upon the moral and social order of the state," and that this attack could take place in 1,000 theatres in every community in the state, affecting old and young, criminal and demented, calloused and highly impressionable.

Arguing that Ohio regulates only obscene and immoral films or those tending to incite crime or license, the state added that "the impact of the motion picture, the unrestricted audience and the subject matter of those films which may be rejected, considered in combination, present an area of danger which Ohio as a state has constitutionally regulated."

Specifically referring to its action rejecting "M," Ohio said that the great majority of the audience seeing this film would retain an "impact of violence, brutality and crime."

Johnston Meets with MPAA, AMPP Staffs

HOLLYWOOD, Jan. 4. — Eric Johnston, president of the Motion Picture Association of America, who arrived here today to stay through Friday, met informally with the MPAA and AMPP staffs at the organization's headquarters this afternoon. He discussed informatively his European visit, citing the business upturn in general, and voiced confidence with respect to the future.

Wallis-Para. in Joint Martin-Lewis Project

In a joint venture with Paramount, Hal Wallis and Joseph Hazen have concluded a deal for the production of what is said to be their most ambitious Martin and Lewis project, titled "The Big Top." Production is scheduled to start in Phoenix, Ariz., in mid-February on the grounds of the Clyde Beatty Circus.

Services for J. Raibourn

Funeral services for James E. Raibourn, 83, father of Paul Raibourn, vice-president of Paramount Pictures, will be held Thursday at the First Methodist Church, Eldorado, Ill. He died at Bradenton Memorial Hospital, Sarasota, Fla. on Sunday. Survivors also include his widow, Mrs. Ida C. Raibourn, and another son, Claude.

British to Plead Tax Cut in Feb.

LONDON, Jan. 4. — Representatives of this country's four film trade associations will meet with J. Boyd Carpenter, financial secretary to the Treasury, during the first week in February to discuss the industry's claim for entertainment tax relief.

The group will bring with them a memorandum documenting the industry's case for a £6,800,000 reduction in the ticket levy. The memorandum will point out, among other things, that unless the tax is reduced the yield to the Eady Fund will amount to nearly £1,000,000 less than anticipated in 1951.

W.T.O. Trustees Vote To Disband Ass'n

SAN FRANCISCO, Jan. 4.—The Western Theatre Owners, formerly the Pacific Coast Conference of Independent Theatre Owners, formed in 1941, has been dissolved in accordance with a vote of its trustees who felt that there are "too many exhibitor organizations." The trustees recommended that the member units, located from the Rockies to the Pacific Coast and from Northern California to the Canadian border, become affiliated with either of the two national exhibitor organizations, Allied States or Theatre Owners of America.

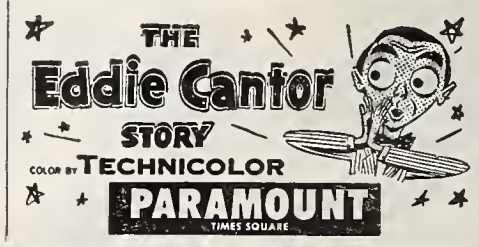
Former W.T.O. units in Oregon and Washington recently voted to affiliate with T.O.A. Also, California Theatres Association and Northern California Theatre Owners recently voted to merge under the tentative name of Northern California Theatre Ass'n.

Arthur Barwood Dead

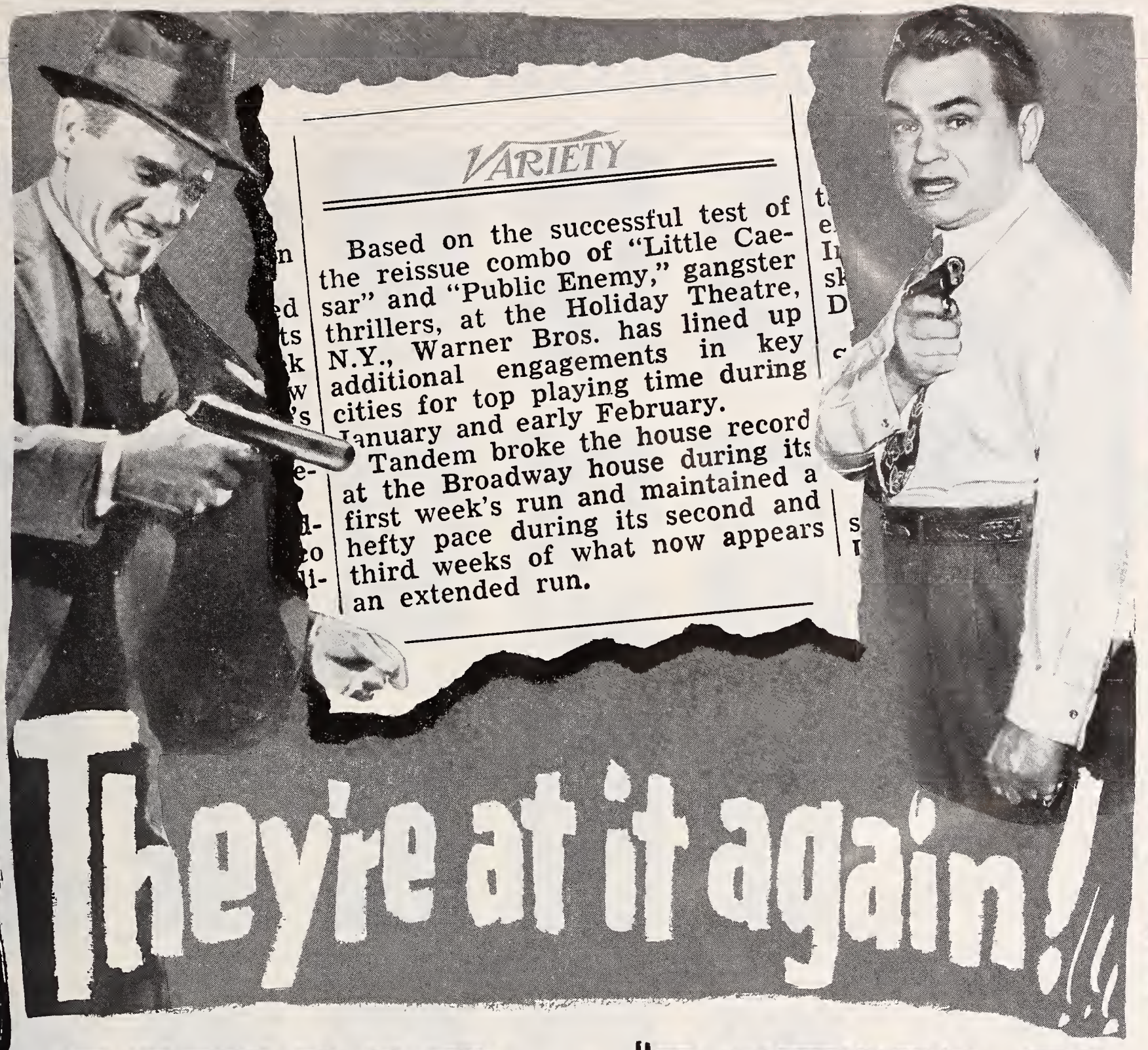
BOSTON, Jan. 4.—Arthur Barwood, 60, for 30 years manager of the Nugget Theatre, Hanover, N. H., died Sunday at the Dicks House Infirmary. He is remembered by Dartmouth alumni for his close association with the college.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EASY TO LOVE"
starring ESTHER WILLIAMS
VAN JOHNSON • TONY MARTIN
color by TECHNICOLOR • An M-G-M Picture
and The Music Hall's Great Christmas Stage Show
and SPECTACULAR STAGE PRESENTATION



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"PUBLIC ENEMY" and "LITTLE CAESAR"

DOUBLE-THRILL-BILL SENSATION! NEW ADS, NEW ACCESSORIES and NEW HOUSE RECORD AT THE HOLIDAY THEATRE (5th!! WEEK) ON BROADWAY!

Next In WARNER & MERRITT, Bridgeport; ROGER SHERMAN, New Haven; STANTON, Philadelphia; PARAMOUNT, Buffalo; STANLEY, Baltimore; CAPITOL, Springfield; ROOSEVELT, Chicago; WARNER, Worcester; WARNER, Memphis; MET & AMBASSADOR, Washington; STANLEY, Pittsburgh; ALLEN, Cleveland; WARNER, Youngstown; STRAND, Akron; OHIO, Canton; MISSOURI, Kansas City; ROXY, Atlanta; GOLDEN GATE, Frisco; STRAND, Erie; WARNER, Oklahoma City; RKO-KEITHS, Providence; BROADWAY CAPITOL, Detroit; BRANFORD, Newark; ORPHEUM, Denver; CAPITOL, Trenton

'PUBLIC ENEMY' STARRING JAMES CAGNEY
WITH JEAN HARLOW JOAN BLONDELL
DIRECTED BY WILLIAM A. WELLMAN · SCREEN ADAPTATION BY HARVEY THEW

'LITTLE CAESAR' STARRING EDW. G. ROBINSON
WITH DOUGLAS FAIRBANKS, Jr
DIRECTED BY MERVYN LeROY
NOVEL BY W. R. BURNETT
SCREEN ADAPTATION BY FRANCIS EDWARDS FARAGOH

FROM WARNER BROS.

CAN BE EXHIBITED ON WIDE SCREENS

1953 TV Poll

(*Continued from page* 1)

was in third place in the Best Comedian division.

In the shifts of critical approbation, Lucille Ball and her "I Love Lucy" program also experienced some changes from their standings of a year ago. O'Connor, critics' choice for Best Television Performer of 1953, holds the title given to Miss Ball in 1952. She also won the Best Comedienne designation then, but finished third in that division in the 1953 poll. Miss Ball and Desi Arnaz were third in the Best Comedy Team division this time and their program, "I Love Lucy," was in third place in the Best Comedy Show class, behind Colgate Comedy Hour and the Jackie Gleason Show.

Gleason Popular

Gleason showed his popularity with the critics, being voted TV's Best Comedian of 1953, just ahead of Jimmy Durante. Gleason was third in the Best Performer class, and his program second in Best Comedy Show division.

Jack Webb and his "Dragnet" program also moved up in critical favor in 1953. Webb placed second in the Best TV Performer class, while "Dragnet" was third in the Best Network program voting (both Champion of Champions' categories), and the program was voted TV's Best Mystery Show.

Julius La Rosa, featured on "Toast of the Town" since his separation from Arthur Godfrey late in the year, was tabbed TV's Most Promising Male Star of 1953 by the critics. Audrey Meadows was voted the female counterpart, giving CBS-TV the top male and female prospects for the immediate future, in the opinion of the critics.

Pick U.S. Steel Hour

The U. S. Steel Hour on ABC-TV was acclaimed by the critics as the Best New Dramatic program of 1953, with CBS-TV's Medallion Theatre in second place. The category is a new one in the annual Fame poll, designed to give recognition to new dramatic programs of quality on TV.

In the older established dramatic division, Studio One retained first place, followed by Robert Montgomery Presents (now Paragon Playhouse) and NBC Television Playhouse, in that order.

Ed Sullivan and his "Toast of the Town" were strongly supported by the critics in the 1953 poll. "Toast" was voted Best Variety Program, a designation held by "Your Show of Shows" in the 1952 poll, and Sullivan was voted TV's Best M.C. of 1953, a title won by John Daly the previous year. "Show of Shows" was second in the Best Variety class this time and Daly second in the Best M.C. division.

Best Comedy

The critics considered Colgate Comedy Hour the Best Comedy Show of 1953, a title held by "I Love Lucy" the year before. In addition, Comedy Hour was third in the Best Variety Program class in the current poll, and its occasional guest stars, Dean Martin and Jerry Lewis, were second in the Best Comedy Team voting, in addition to the "champion" vote for Donald O'Connor.

The Garry Moore Show took first place away from the Kate Smith Hour in the Best Daytime Program division, the latter program dropping from first in 1952 to second place for last year.

Ding-Dong School was voted Best Children's Program by the critics for 1953. Kukla, Fran & Ollie, first place holder from the start of the poll until the current one, was in second place, with Howdy Doody third, giving NBC-TV a clean sweep of the juvenile program category.

NBC-TV's George Fenneman was voted TV's Best Announcer of 1953 by the critics, taking the title from Dennis James, 1952 winner. ABC-TV's James was third in the current poll, behind CBS-TV's Tony Marvin.

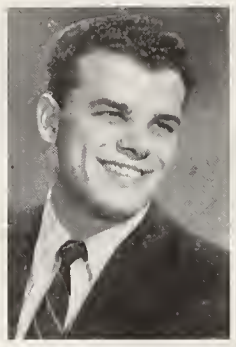
Winners in most of the other program categories, not previously mentioned herein, were tops in their classifications in the previous polls also. Among such: Perry Como, Best Male Vocalist; Dinah Shore, Best Female Vocalist (the Dinah Shore Show was third in the Best Popular Musical Show division, also); Meet the Press, Best Panel Discussion Program; Voice of Firestone, Best Classical Musical Show; Your Hit Parade, Best Popular Musical Show; You Bet Your Life, Best Audience Participation Quiz Show; What's My Line?, Best Panel Quiz Show; John Cameron Swayze, Best News Commentator; Mel Allen, Best Sportscaster, and Dr. Roy K. Marshall's announcements for the Ford Theatre program, the Best Commercial Presentation from an audience viewpoint.

For the fifth successive year there was a marked increase in the number of ballots entered in the poll, those cast in the 1953 poll far exceeding the number received in any of the previous polls. This reflects not only continuing and growing interest in the annual balloting to determine television's "bests" on the part of the critics, editors and columnists, but also the expansion in telecasting and viewing throughout the nation since the lifting of the F.C.C. "freeze" on new TV stations.

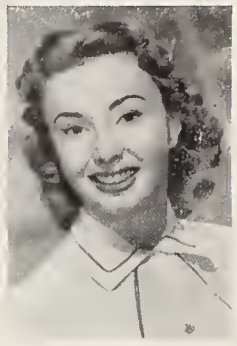
Television's Best of 1953



Donald O'Connor



Julius La Rosa



Audrey Meadows



Jackie Gleason



Imogene Coca



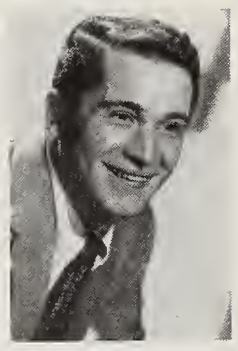
Sid Caesar



Ed Sullivan



Dinah Shore



Perry Como



Jack Webb



Groucho Marx



George Fenneman



John Cameron Swayze



Mel Allen



Garry Moore



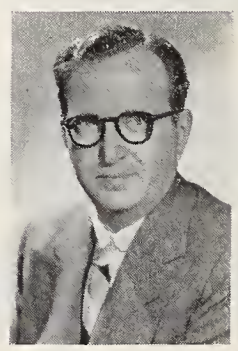
Alex Segal
Theatre Guild Dir., U. S. Steel Hour



Worthington Miner
Prod., Studio One



Howard Barlow
Cond., Firestone Hour



Lawrence Spivak
Prod., Meet the Press



Raymond Scott
Cond., Your Hit Parade

Complete Results of 'Fame' TV Poll for 1953

COMPLETE results of the voting by newspaper and magazine television editors, critics and columnists in MOTION PICTURE DAILY's fifth annual poll for *Fame* magazine to determine the best programs and performers of the past year are published herewith. Sponsors, agencies, networks and telecast time (E.S.T.) are given for first place winners; network only for others.

BEST NETWORK PROGRAM

1. OMNIBUS (Multiple sponsors; CBS-TV, Sundays, 5:00-6:30 P.M.)
2. YOUR SHOW OF SHOWS (NBC-TV).
3. DRAGNET (NBC-TV).

BEST TELEVISION PERFORMER

1. DONALD O'CONNOR (The Colgate Comedy Hour, Colgate-Palmolive Co.—Ted Bates & Co.—NBC-TV—Sundays, 8:00-9:00 P.M.)
2. JACK WEBB (NBC-TV)
3. JACKIE GLEASON (CBS-TV)

MOST PROMISING MALE STAR

1. JULIUS LA ROSA (Guest) (CBS-TV).
2. GEORGE GOBELS (NBC-TV)
3. BRANDON DE WILDE (ABC-TV)

MOST PROMISING FEMALE STAR

1. AUDREY MEADOWS (The Jackie Gleason Show, multiple sponsors—CBS-TV — Saturdays 8:00 - 9:00 P.M.)
2. JILL COREY (NBC-TV).
3. MARIA RIVA (Guest).

BEST COMEDIAN

1. JACKIE GLEASON (The Jackie Gleason Show, multiple sponsors—CBS-TV — Saturdays 8:00-9:00 PM.).
2. JIMMY DURANTE (NBC-TV).
3. SID CAESAR (NBC-TV).

BEST COMEDIENNE

1. IMOGENE COCA (Your Show of Shows, multiple sponsors—NBC-TV—Saturdays, 9:00-10:30 P.M.)
2. MARTHA RAYE (NBC-TV).
3. LUCILLE BALL (CBS-TV).

BEST COMEDY TEAM

1. SID CAESAR & IMOGENE COCA (Your Show of Shows, multiple sponsors — NBC-TV — Saturdays 9:00-10:30 P.M.)
2. DEAN MARTIN & JERRY LEWIS (NBC-TV).
3. LUCILLE BALL & DESI ARNAZ (CBS-TV).

BEST COMEDY SHOW

1. COLGATE COMEDY HOUR (NBC-TV —see Best Television Performer).
2. THE JACKIE GLEASON SHOW (CBS-TV).
3. I LOVE LUCY (CBS-TV).

BEST VARIETY PROGRAM

1. TOAST OF THE TOWN (Lincoln-Mercury Dealers—Kenyon & Eckhardt, Inc. — CBS-TV — Sundays, 8:00-9:00 P.M.).
2. YOUR SHOW OF SHOWS (NBC-TV).
3. COLGATE COMEDY HOUR (NBC-TV).

NBC-TV Takes 14 of 26 Firsts, CBS-TV 11, in Fifth Annual Poll of TV Critics

National Broadcasting Company's television programs and performers, which captured 15 of 25 first places in the MOTION PICTURE DAILY-FAME poll a year ago, again led the networks for 1953 in top honors voted by television critics, editors and columnists of American newspapers and magazines, this time taking 14 of 26 firsts.

Columbia Broadcasting System's television programs and performers, which captured eight first places in the 1952 poll, accounted for 11 firsts in the current one. American Broadcasting Co.-TV was awarded one first place.

The box score on the runner-up positions gives NBC-TV 14 second places and nine third places. CBS-TV captured eight seconds and one second place tie; nine third places. ABC-TV failed to place second in any category but took three third places. The DuMont network had two seconds and two thirds.

CBS-TV swept all three positions in the Best Master of Ceremonies division of the poll; NBC-TV in the Best Children's Program category. NBC's publicity service was voted best by the critics and columnists but that citation is not counted among the program and performer firsts.

BEST PANEL DISCUSSION PROGRAM

1. MEET THE PRESS (Revere Copper & Brass, Inc.—St. George & Keyes, Inc. and Pan American World Airways—J. Walter Thompson Co.—NBC-TV — Sundays, 6:00-6:30 P.M.).
2. AMERICAN FORUM OF THE AIR (NBC-TV).
3. THE AUTHOR MEETS THE CRITICS (Dumont).

BEST NEW DRAMATIC PROGRAM

1. The UNITED STATES STEEL HOUR (United States Steel Corporation—Batten, Barton, Durstine & Osborn, inc.—ABC-TV—alternating Tuesdays, 9:30-10:30 P.M.).
2. MEDALLION THEATRE (CBS-TV).

BEST DRAMATIC PROGRAM

1. STUDIO ONE (Westinghouse Electric Corp.—McCann-Erickson, Inc.—CBS-TV—Mondays, 10:00-11:00 P.M.).
2. ROBERT MONTGOMERY PRESENTS (NBC-TV).
3. TELEVISION PLAYHOUSE (NBC-TV).

BEST MYSTERY PROGRAM

1. DRAGNET (Liggett & Myers Tobacco Co.—Cunningham & Walsh, Inc.—NBC-TV) — Thursdays, 9:00-9:30 P.M.).
2. SUSPENSE (CBS-TV).
3. THE WEB (CBS-TV).

BEST MALE VOCALIST

1. PERRY COMO (Perry Como Show, Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS-TV—Mondays, Wednesdays & Fridays, 7:45-8:00 P.M., repeat 9:45-10:00 P.M.).
2. EDDIE FISHER (NBC-TV).
3. JULIUS LA ROSA (CBS-TV).

BEST FEMALE VOCALIST

1. DINAH SHORE (The Dinah Shore Show, Chevrolet Motor Div., General Motors Corp. — Campbell-Ewald Co.—Tuesdays and Thursdays, 7:30-7:45 P.M.).
2. JANE FROMAN (CBS-TV).
3. GISELLE MACKENZIE (NBC-TV).

BEST CLASSICAL MUSICAL SHOW

1. VOICE OF FIRESTONE (The Firestone Tire & Rubber Co.—Sweeney & James Co.—NBC-TV—Mondays, 8:30-9:00 P.M.)
2. NBC OPERA (NBC-TV).
3. CHICAGO SYMPHONY (Dumont).

BEST POPULAR MUSICAL SHOW

1. YOUR HIT PARADE (Crosley Div., Avco Manufacturing Corp.—Batten, Barton, Durstine & Osborn, Inc. and The American Tobacco Company — BBD&O, Inc. — NBC-TV—10:30-11:00 P.M.).
2. THE FRED WARING SHOW (CBS-TV).
3. THE DINAH SHORE SHOW (NBC-TV).

BEST QUIZ SHOW (AUDIENCE PARTICIPATION)

1. YOU BET YOUR LIFE (De Soto Div., Chrysler Corp.—Batten, Barton, Durstine & Osborn, Inc.—NBC-TV — Thursdays, 8:00-8:30 P.M.).
2. DOLLAR A SECOND (Dumont).
3. BREAK THE BANK (NBC-Discont.).

BEST QUIZ SHOW (PANEL)

1. WHAT'S MY LINE? (Jules Montenier, Inc.—Earle Ludgin & Co. and Remington Rand, Inc.—Young & Rubicam, Inc. — CBS-TV — Sundays, 10:30-11:00 P.M.).
2. 20 QUESTIONS (Dumont).
3. I'VE GOT A SECRET (CBS-TV).

BEST MASTER OF CEREMONIES

1. ED SULLIVAN (Toast of the Town, Lincoln-Mercury Dealers—Kenyon & Eckhardt Inc.—CBS-TV—Sundays, 8:00-9:00 P.M.).
2. JOHN DALY (CBS-TV).
3. ALASTAIR COOKE (CBS-TV).

BEST ANNOUNCER

1. GEORGE FENNEMAN (Multiple shows—NBC-TV).
2. TONY MARVIN (CBS-TV).
3. DENNIS JAMES (ABC-TV).

BEST NEWS COMMENTATOR

1. JOHN CAMERON SWAYZE (Camel News Caravan, R. J. Reynolds Tobacco Co.—William Esty Company, Inc. — NBC-TV — Monday through Friday, 7:45-8:00 P.M.).
2. EDWARD R. MURROW (CBS-TV).
3. DOUGLAS EDWARDS (CBS-TV).

Vote NBC, Y & R Press Services Best

Television editors, critics and columnists voting in the fifth annual Motion Picture Daily-Fame poll designated NBC-TV's publicity service the best provided by the networks during 1953. Sydney H. Eiges is NBC vice-president in charge of press and publicity. Richard T. Connelly is director of NBC's press department.



Harry Rauch



Sydney Eiges

The voting on press services, a feature of both the annual television and radio polls, is tabulated separately from the voting on performers and programs.

The CBS press department was in second place, and ABC's in third in the network group. CBS was first a year ago.

Young & Rubicam's Bureau of Industrial Service, headed by Harry Rauch, was designated the best individual publicity service of the year, as it was in 1952.

In the individual publicity office division, Batten, Barton, Durstine & Osborn was second, and J. Walter Thompson, third.

BEST SPORTSCASTER

1. MEL ALLEN (Sports Spot, General Cigar Co.—Young & Rubicam, Inc. — CBS-TV — Wednesdays, 10:45-11:00 P.M.).
2. RED BARBER (CBS-TV) and Russ Hodges (all networks) (tie).
3. BILL STERN (ABC-TV).

BEST DAYTIME PROGRAM

1. GARRY MOORE SHOW (Multiple sponsors, — CBS-TV — Monday through Friday, 1:30-2:00 P.M.).
2. THE KATE SMITH SHOW (NBC-TV).
3. TO-DAY (NBC-TV).

BEST CHILDREN'S PROGRAM

1. DING - DONG SCHOOL (General Mills, Inc.—Tatham-Laird, Inc.—NBC-TV—Monday through Friday, 10:00-10:30 A.M.).
2. KUKLA, FRAN & OLLIE (NBC-TV).
3. HOWDY DOODY (NBC-TV).

BEST COMMERCIAL PRESENTATION (audience viewpoint)

1. FORD THEATRE (Ford Motor Company—J. Walter Thompson Co.—NBC-TV—Thursdays, 9:30-10:00 P.M.).
2. KRAFT THEATRE (NBC-TV and ABC-TV).
3. LUCKY STRIKE (NBC-TV, CBS-TV and ABC-TV).

Crest Case

(Continued from page 1)

and that theatres suing the majors must establish that the parallel activity was positively the result of a conspiracy and not merely of independent but similar business judgment.

Moreover, the Justices said it was not enough for a plaintiff to cite the conspiracy established by the government in the Paramount case and expect that to win the plaintiff's case, too. Rather, the court ruled, a plaintiff must prove that the Paramount case conspiracy was still operating in the plaintiff's case.

Justice Clark delivered the seven-page court opinion today. Justice Douglas withdrew from the case after it was argued and took no part in the final decision. Justice Black noted briefly that he would have ruled in favor of Crest on the ground that the District court judge should have given more weight to the Paramount case evidence.

The Crest suit, brought by Theater Enterprises, Inc., owner of the Crest, charged that the eight major distributors had violated the anti-trust laws by conspiring to restrict first-run pictures to downtown Baltimore theatres. A District Court jury found against Crest, the Fourth Circuit Court sustained this decision, and Crest appealed to the Supreme Court.

Clark's opinion said all the distributors advanced much the same reasons for denying Crest first-run films. He said they argued that Crest, even though a neighborhood theatre, was in substantial competition with downtown theatres, thus ruling out any day and date first-runs. Moreover, he said, no downtown theatre would have waived its own exclusive license to permit the Crest to get day and date showings, even if the distributors had wanted to license it. Thus the Crest would have had to receive an exclusive license of its own, Clark observed. However, he continued, "an exclusive license would be economically unsound" because the Crest is a suburban theatre, located in a small shopping center serviced by limited public transportation facilities. The distributors all said, Clark noted, that the downtown theatres offered much greater opportunities for the exploitation of newly-released films and therefore a much greater return on subsequent runs as well as on the first-runs.

"The crucial question," Clark then declared, "is whether respondents' conduct toward petitioner stemmed from independent decision or from an agreement, tacit or expressed. To be sure, business behavior is admissible circumstantial evidence from which the fact finder may infer agreement. But this court has never held that proof of parallel business behavior conclusively establishes agreement, or, phrased differently, that such behavior itself constitutes a Sherman Act offense. Circumstantial evidence of consciously parallel behavior may have made heavy inroads into the traditional judicial attitude toward conspiracy, but 'conscious parallelism' has not yet read conspiracy out of the Sherman Act entirely."

Clark said Crest realized this and therefore sought to bolster its case by bringing in the Paramount case and suggesting that since a uniform system of runs and clearances had been used there, use of the same device in the Crest situation should be "legally equated to conspiracy."

"But the Paramount decrees, even if admissible, were only *prima facie* evidence of a conspiracy covering the area and existing during the period there involved," Clark said. "Alone or in conjunction with the other proof of the petitioner, they would form no basis for a directed verdict. Here each of the respondents had denied the existence of any collaboration and in addition had introduced evidence of the local conditions surrounding the Crest operation which, they contended, precluded it from being a successful first-run house. They also attacked the good faith of the guaranteed offers of the petitioner for first-run pictures and attributed uniform action to individual business judgment motivated by the desire for maximum revenue."

Clark said the District Court judge had instructed the jury that the Paramount decrees alone could not support a verdict for Crest, and that additional evidence was required to relate the presumed Paramount conspiracy to Baltimore and to the claimed damage period.

"The reasons for this are clear," he declared. "The Paramount decrees did not rest on findings, nor were the findings based on evidence, of a particular conspiracy concerning restrictions on runs and clearances in Baltimore theatres; yet such a conspiracy is the nub of plaintiff's claim. The Paramount case involved a conspiracy found to exist as of 1945, which was enjoined no later than June 25, 1948; but the conspiracy alleged here involves a claimed damage period running from February, 1949, to March, 1950. Indeed, the relevancy of the Paramount case to the instant case is slight."



Exclusive Distribution for New York Exchange Territory:

GEORGE J. WALDMAN

630 Ninth Avenue, New York City

CI 6-1717

"The Long, Long Trailer"

(Continued from page 1)

first preview screening, to a theatre audience uninformed as to what picture was coming, suggests it might surpass it.

It should be said at once that Lucille and Desi do not play here the roles they perform on "I Love Lucy," and it should be added immediately that any un-resemblance between their screen roles and their TV roles is purely coincidental. Narrowing that down a little, they start out as merely engaged people in this picture, she a young lady of estimable qualification and a firm whim, he a serious young man whose profession requires him to spend considerable time at other places than home, but they achieve matrimony early in the story. His reluctant accession to her suggestion that they buy a trailer instead of a house, so he can be at home even when he's away, and beginning with their honeymoon trip, is the springboard from which the story takes off on its hilarious flight.

The novel by Clinton Twiss, on which the script is based, had to be written by somebody who's been exposed in greater or lesser degree to trailer life, but the picture that's been made of it can be seen with delight and completely understood by anybody and everybody. It is, in simplest terms, the account of the distressing, surprising, amusing and occasionally astonishing experiences of a young couple honeymooning in a trailer. It is also the account of the delights and pleasures, the stimulating sights and the sublime communings with nature, that are the offsets, in a minority sort of way, to the troubles encountered. It's splendid on both counts.

The names of Marjorie Main and Keenan Wynn are legitimately available to an exhibitor wishing to backstop the Ball-Arnaz team in his billing, but each plays only a small bit (extremely well, naturally). Other players briefly employed are Gladys Hurlbut, Moroni Olsen, Bert Freed, Madge Blake, Walter Baldwin, Oliver Blake and Perry Sheehan.

Photographed in Ansco color, processed by Technicolor, the picture is brilliantly photographed by Robert Surtees, with Alvord Eiseman as color consultant.

Running time, 103 minutes. General audience classification. Release date, Feb. 19.

WILLIAM R. WEAVER

Zukor Endows Bed For UK Trade Fund

LONDON, Jan. 4.—Adolph Zukor, chairman of the board of Paramount Pictures, has sent a donation of £1,000 ($2,800) to the Trade Benevolent Fund here to endow a bed at Glebelands, the rest home for the Fund's beneficiaries.

The gift is in appreciation of "kindnesses" shown to Zukor on his visits here and in his and Paramount president Barney Balaban's recognition of the "very fine work being done by the Fund," Zukor said in a letter accompanying the gift.

Represent Industry At Scouts' Breakfast

Four tables will be occupied by members of the amusement division of the Greater New York Boy Scouts fund raising campaign committee at the Dawn Patrol breakfast in the Waldorf Astoria Hotel grand ball room tomorrow at 8:00 A. M. The affair will signalize the start of the campaign.

Italians Want

(Continued from page 1)

reputed developing preference of Italian audiences for native product.

The increase, according to ANICA's year-end report, is necessary in order to permit a more complete distribution of Italian films in Italy and "remove from the crowded market much of the poorer foreign product."

Among the statistical indications of the advance of the Italian film industry enumerated in the ANICA report are the following:

¶ Exhibition and Attendance: Italy now has 10,000 active motion picture theatres, compared to 3,000 operating in 1938. Total attendance last year reached 800,000,000 with film grosses swelling to 90 billion lire ($150,000,000). Italian films drew a total of 250,000,000 spectators (as contrasted to 70,000,000 in 1948) and accounted for box-office admissions of 30 billion lire ($50,000,000) as opposed to seven billion lire ($11,667,000) in 1948. Average film gross was 90 million lire ($150,000) per Italian picture, 51 million lire ($85,000) for foreign pictures.

¶ Investment in Motion Picture Production: The 1953 investment in production amounted to 30 billion lire ($50,000,000) of which 25 billion went to production of features films and the balance to short subjects.

Exports at Four Billion Lire

Other figures released by ANICA were: Italian cinema technicians worked a total of 10 million (eight-hour) days; export income totaled four billion lire ($6,667,000) and the industry paid out 22 billion lire ($36,667,000) in taxes.

Italian production last year included 48 color pictures. Keynote of 1953 production was declared to be the variety of product which included neo-realistic, historical spectacles, adventure, farce, musical and travel films as well as adaptations of popular contemporary and classic novels. International activity during the year was highlighted by the signing of new agreements with Germany, Spain and Argentina, strengthening of the co-production accord with France, and increased activity on the part of IFE in the United States.

Vatican Asks Check On Italian TV Fare

ROME, Jan. 4.—With the beginning of Italian television operation yesterday, the Vatican addressed a letter to bishops throughout the country urging the establishment of a central office to watch and classify programs for the guidance of viewers.

Emphasizing television's possibilities for contributing to family unity and better understanding among peoples, the message pointed to potential dangers in some programs, particularly in films of low moral character. The actual goal, the message said, should be the same as that specified for motion pictures by Pope Pius XI.



Grosses

(*Continued from page* 1)

is "From Here to Eternity" and "The Caddy," both opening for the New Year's holiday. Good business also was enjoyed by American Broadcasting-Paramount Theatres, a spokesman said, adding that the New Year's weekend compared very favorably with grosses of last year.

In the Times Square area, capacity business was chalked up at the weekend by Radio City Music Hall, featuring "Easy to Love" on the screen and the Hall's traditional Christmas show on stage. For the fifth and final week of the Hall's holiday attraction a tremendous $170,000 is estimated. Despite excellent business, the picture and stage show will be changed to make way for the introduction of CinemaScope at the Hall, where M-G-M's first production in that medium, "Knights of the Round Table," is due to open on Thursday.

'Reef' Strong at Roxy

"Beneath the 12-Mile Reef" at the Roxy did excellent business, with $100,000 estimated for the CinemaScope film in its third week. Other CinemaScope productions also did very well, with $60,000 seen for the third week of "King of the Khyber Rifles" at the Rivoli and a big $50,000 for "How to Marry A Millionaire" at the Globe. "How to Marry A Millionaire" climbed to $50,000 in its eighth week at the Globe, following the end of its engagement at Loew's State where it also had been playing.

The 3-D representative on Broadway, "Miss Sadie Thompson," at the Capitol, also showed itself a moneymaker, with $70,000 indicated for the second week. "The Eddie Cantor Story" at the Paramount is showing an excellent accounting of itself, with $70,000 forecast for the second week. For the 30th week of "This Is Cinerama" at Warners a tremendous $65,000 was chalked up by Saturday, the final day of the week there.

A fine $35,000 was estimated for the first week of "Paratrooper" at the Criterion, while only a fair $35,000 was predicted for the first week of "All the Brothers Were Valiant" at Loew's State. At the Astor, a pretty good $23,000 was expected for the second week of "The Bigamist," while a nice $15,000 was predicted for the seventh week of "The Man Between" at the Victoria. "Here Come the Girls" at the Mayfair in its second week was due to hit a good $33,500.

Good Weather, Holidays Boost Chicago Takes

CHICAGO, Jan. 4. — Sparked by favorable weather and the long New Year weekend, first runs here are heading for big grosses this week. Top figures are being turned in by "The Robe," going over $35,000 in its 15th week at the B. & K. State Lake; "How to Marry A Millionaire," back above $40,000 in the seventh round at the Oriental; "This Is Cinerama," which wound up the holiday week with a rousing $47,000, helped by six extra performances; "Julius Caesar," climbing to $18,000 in the second week of its two-a-day stand at the Selwyn, local legit house; "The Living Desert," up to $23,000 in its second week at the Loop, after an initial session at $22,000; and "Mogambo," bouncing back to $20,000 in the final week of a long run at the Essaness Woods, where it will be followed by "Beneath the 12-Mile Reef."

Also doing well are "The Captain's Paradise," hitting a rousing $4,500 in its 11th week at the Ziegfeld; "Annapurna," clicking off a great $6,500 at the Surf, in its second week; "Easy to Love," holding well at $15,000 in the RKO Grand, also for the second week; and "Here Come the Girls" and "Those Redheads from Seattle" giving the McVickers a pleasing $25,000 in the second week of the run.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-040.
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

WHEN the Kraft Television Theatre presents "Burlesque" Thursday, Jan. 14, TVia ABC (9:30 P.M. EST) a human interest sidelight, rather a "Carneyville" will also take place. Fred Carney, producer-director for Kraft, will direct his "kid" brother, Art (Jackie Gleason Show) Carney, who will be featured in the TVersion of the famous story of backstage life. . . . Walter Reade's public condemnation of exorbitant conversion prices cited by some isolated dealers in the Asbury Park, N. J., area, is to be commended. The prexy of WRTV terms as "short-sighted and detrimental to the entire TV industry," the "Cadillac prices" asked to convert sets to receive UHF stations. . . . Jackson Beck, one of radio's brightest thespians, will play "Philo Vance" Mondays over WOR, starting next week with George Petrie doing "District Attorney Markham". . . . Clevelanders will be treated to history, thrillingly depicted. "Victory At Sea" has just been signed by Thom McAn Shoe for 26 weeks via WNBK.

☆ ☆ ☆

More than a million dollars worth of talent convened to pay tribute to Martin Block at a special New Year's Eve party tossed in his honor by ABChieftains at the Little Theatre on W. 44th St. whence the popular deejay's "Block Party" midnite series made its debut. The pop music greats entranced the specially-invited audience to the simulcast but the great original "Benny Goodman Trio" (B. G., Teddy Wilson at the piano and Gene Krupa on drums) stole the show. . . . Gilbert Roland, who played the lead opposite Norma Talmadge in the silent version of "Camille," makes his TV debut in the Ford Theatre telefilm production, "The Ardent Woodsman," set for regional showings all next week.

☆ ☆ ☆

Gotham TVisionaires and kilocyclists still talking about the terrific stunt dreamed up by Gary Stevens and Frank Hobbs of Blaine-Thompson in the tie-up of Eddie Cantor being profiled on Ralph Edwards' "This Is Your Life," NBC-TVehicle coinciding with premiere of the Warner Bros. musical, "The Eddie Cantor Story" at the (N. Y.) Paramount. The 7-minute pix cut-in of the Paramount Theatre festivities reached an estimated 30 million TViewers and proved to be one of the most successful promotion tie-ups in motion picture-TV relations. . . . Mona Kent, who created the CBSoapera "Portia Faces Life," has authored a new TV series, "Woman with A Past," which stars Constance Ford and will be a quarter-hour CBStrip, teeing off Feb. 1 with Edgard Peterson producing. . . . Bill Tabbert, "South Terrific" tenoriole, set for the lead on "Opera Cameos," Sunday via Du Mont. . . . ABCommentator Art Van Horn seriously toying with the notion of producing a drama on Broadway in the Fall.



Eddie Cantor

'French Line' Grosses $57,004 in Six Days

"The French Line" in six days at the Fox Theatre in St. Louis grossed $57,004. Commenting on the gross, Charles Boasberg, RKO Picture's general sales manager, stated that the figure was the largest six day gross in the history of the Theatre. "The French Line" moves over to the Missouri Theatre today for an extended engagement, due to a previous stage attraction booked at the Fox.

Baronet to Have Festival of 'Bests'

A festival of 10 of the "year's best films" will be presented at the Baronet Theatre here starting today, Walter Reade, circuit president, disclosed. The films, all of which have appeared on various lists of "10 best" by New York film critics, will each play two days.

The films include: "Man on the Tightrope," "A Queen Is Crowned," "Shane," "The Band Wagon," "Crash of Silence," "Call Me Madam," "Stalag 17," "The Beggar's Opera," "Roman Holiday," and "The Cruel Sea."

11 From RKO

(*Continued from page* 1)

Feb. 27, RKO will release "Rob Roy, The Highland Rogue," Walt Disney live-action drama, in Technicolor.

Slated for March 6 release is "Dangerous Mission," starring Victor Mature, Piper Laurie, William Bendix and Vincent Price. In Technicolor and 3-D, Irwin Allen produced and Louis King directed.

"Carnival Story," King Brothers production starring Anne Baxter, Steve Cochran, Lyle Bettger and George Nader, goes out on March 27. It was directed by Kurt Neumann. "Son of Sinbad," Technicolor in 3-D, will be released on April 3. It is a Robert Sparks production directed by Ted Tetzlaff. "The Saint's Girl Friday," starring Louis Hayward and Naomi Chance, will be released on April 17. This is a Julian Lesser production.

Slated for May 8 release is "Susan Slept Here," in Technicolor, starring Dick Powell, Debbie Reynolds and Anne Francis.

'Susan' on May 8

In mid-May RKO has scheduled "Desperate Men," Benedict Bogeaus production starring John Payne, Dan Duryea and Lizabeth Scott. A western drama in Technicolor, director Allan Dwan now has the picture in work.

RKO's release for June will be "The Big Rainbow," starring Jane Russell, Gilbert Roland and Richard Egan, filmed in Technicolor. Harry Tatelman is producing and John Sturges is directing.

Placed among the major productions are nine re-releases.

They are "Rachel and the Stranger" in February; "Tall in the Saddle," March; "Mr. Blandings Builds His Dream House" and "They Won't Believe Me," April; "The Spanish Main" and "Badman's Territory," May, and "The Thing," "Gunga Din," and "The Lost Patrol" in June and July.

MPA Meet

(*Continued from page* 1)

Coast yesterday from Spokane where he had spent the holidays with his family. Presumably, the MPAA president during the course of his week's visit on the Coast will sound out sentiment on the Code and other industry matters.

Meanwhile, a meeting of the Motion Picture Export Association has been slated here today, with the division of 110 permits under the new tentative French agreement as the main topic on the agenda. In another area of the foreign field, the MPEA disclosed the selection of five films for the Brazilian film festival, scheduled to be held in Sao Paulo Feb. 12-26. The five are: "Roman Holiday," Paramount; "The Glenn Miller Story," Universal; "Julius Caesar," Metro-Goldwyn-Mayer; "Hondo," Warner Brothers, and "How to Marry A Millionaire," 20th Century-Fox.


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ALAN LADD
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RECORDS AT THE
PILGRIM THEATRE
IN BOSTON!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

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Still 'Champ'

Benny Again Voted Radio's Best in Poll

Critics' Choice in 18th Annual 'Fame' Balloting

Jack Benny continues to reign as American radio's "champion of champions," in the majority opinion of the newspaper and magazine radio editors, critics and columnists of the nation who voted in the 18th annual Motion Picture Daily radio poll for Fame.



Jack Benny

The Jack Benny Show (CBS, Sunday nights) was voted the Best Network radio program of 1953, and Benny himself was voted radio's Best Performer of the year. Both are "Champion of Champions" designations, highest honors in the poll to a program and an individual. Benny won the personal "champion of champions" award in the 1952 radio poll, also.

Other Awards

In addition, Benny was voted radio's Best Comedian of last year; and the Jack Benny Show was second in Best Variety Program classification (Arthur Godfrey's show was first). Completing the Benny company awards, Mary Livingstone was voted third place in Best Comedienne class, behind Eve Arden and Marie Wilson. This trio, incidentally, gave CBS a clean sweep of that division.

In the network program champion-

(*Continued on page* 10)

Complete Radio Poll Results on Page 11

The complete results of the balloting of radio editors, critics and columnists of newspapers and magazines in the 18th annual MOTION PICTURE DAILY-FAME Radio Poll are published on Page 11 of this issue.

Photos of first place winners appear on Page 10 of this issue.

Myers Warns on Effect of Court's Crest Decision

WASHINGTON, Jan. 5.—While the U. S. Supreme Court's decision yesterday in the Crest case upholds a position outlined by Abram F. Myers at Allied's convention in Pittsburgh in 1950, the Allied general counsel stated here today that distributors should not think that they can resume allegedly discriminatory practices against independent exhibitors. The Supreme Court had ruled that major distributors had not violated the anti-trust laws when they refused to license first-run films to the neighborhood Crest Theatre in Baltimore.



Abram F. Myers

In a formal statement, Myers said: "The decision in the Crest Theatre case upholds the position outlined in my speech at Allied's Pittsburgh convention, on Oct. 3, 1950, and thereafter unsuccessfully urged upon the

(*Continued on page* 2)

Bernhard Joins SW As A Consultant To Management

Joseph Bernhard has been named as consultant on management relations for Stanley Warner, it was disclosed here yesterday by S. H. Fabian, S-W president.



Joseph Bernhard

Bernhard joined Warner Brothers in Dec., 1930, and two years later was made general manager of Warner Theatres. He later became vice-president

(*Continued on page* 7)

Telenews Film Units Bought by Metrotone

Hearst Metrotone News, Inc., has purchased the television news film services of Telenews Productions and will produce the reels under an expansion program which was disclosed here jointly yesterday by Hearst Metrotone, International News Service and Telenews Productions. Hearst Metrotone is owned jointly by Loew's and the Hearst Corp.

While Telenews Productions will

(*Continued on page* 2)

Says Para. Has New Method of Filming

HOLLYWOOD, Jan. 5. — The Paramount studio has developed a filming method which will be a "revelation" when shown to the trade this year, A. W. Schwalberg, president of Paramount Film Distributing, said here today following a two-week survey of forthcoming product.

The new method, Schwalberg stated, provides "more camera angles, size and scope and the greatest pic-

(*Continued on page* 2)

"The Glenn Miller Story"

[Universal-International] *Hollywood, Jan. 5*

THE late, great Glenn Miller made a lot of fine music, a lot of brave history, and died—like Will Rogers and a few others of the rare ones—tragically, in the prime of life and at the peak of his hard-earned fame. "The Glenn Miller Story" is a great telling of the facts of that life and the earning of that fame, and it would be a great film even if it didn't have—as it so very gloriously has—the great music identified forever with the Glenn Miller band and its world-beloved maestro. But it has this music in rich abundance, played in the original arrangements and orchestrations by a band that includes a number of the original Glenn Miller bandsmen, and it has James Stewart as Miller, June Allyson as Mrs. Miller, together with Louis Armstrong, Gene Krupa, Ben Pollack, Frances Langford and the Modernaires portraying themselves. It is far and away the best picture of its kind ever produced.

(*Continued on page* 2)

Dozen Bills

Taxes No. One Industry Item In Congress

Chances Promising for Cut in Excise Levy

By J. A. OTTEN

WASHINGTON, Jan. 5.—The film industry will be directly or indirectly affected by a dozen major pieces of legislation likely to be acted on in the session of Congress which will get under way tomorrow, but the tax field will again take top billing.

Most important in this field will be another industry fight to eliminate the 20 per cent Federal admission tax. The President, in his veto message of the Mason tax repeal bill last year, promised to recommend at least a reduction in the tax, but the industry will fight for its complete elimination. Chances are considered promising for elimiation of the tax at least on lower-priced tickets.

It is not clear whether the theatre

(*Continued on page* 7)

Set Special Events, Product for MGM's 30th Anniversary

A series of special events will herald M-G-M's 30th anniversary jubilee, launched with pre-release engagements of "Knights of the Round Table," the studio's first CinemaScope production.

The jubilee, which will be celebrated throughout the world during the first four months of 1954, calls for the use of radio, television, newspapers and magazines to tell the story

(*Continued on page* 7)

TOA to Seek Voice In Revising Code If Board So Rules

The Theatre Owners of America is not opposed to a proposed revision of the Production Code, Walter Reade, Jr., TOA president, said here yesterday following a meeting with general counsel Herman Levy. Reade said that if the TOA board, at its meeting in Washington Jan. 31-Feb.

(*Continued on page* 7)

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by MAX FELLERMAN and BERNARD LEVY, is in Philadelphia from New York.

•

HARRY MANDELL, vice-president of Filmakers Releasing Organization in charge of sales, will arrive here by plane today from Hollywood.

•

NORMAN ELSON, president of Guild Enterprises, returned to New York with his family Monday aboard the "Flandre."

•

MORGAN HUDGINS, M-G-M studio publicist, will leave New York tomorrow for Hollywood.

•

ALFRED STARR, former president of the Theatre Owners of America, was here yesterday from Nashville.

•

WILLIAM Z. PORTER, Allied Artists home office field representative, left Hollywood Monday for Chicago

•

ALFRED E. DAFF, Universal Pictures executive vice-president, has returned to New York from the Coast.

•

HAROLD POSTMAN, of the M-G-M sales department, is in Boston from New York.

•

WILLIAM J. GERMAN is on the Coast from New York.

Republic Launches Regional Meetings

Republic's director of sales, C. Bruce Newbery, and the company's division managers will hold regional sales meetings throughout the country during the next few weeks.

Highlights on the agenda will be promotion plans for "Jubilee Trail," in Trucolor; "Hell's Half Acre," filmed in Honolulu, and "Johnny Guitar" on Trucolor.

Metropolitan division sales manager James V. O'Gara is meeting today in Washington with branch managers and salesmen in his district. Eastern division sales manager John P. Curtin is holding a meeting tomorrow in Detroit. Midwestern division sales manager Paul Webster is holding sessions in St. Louis and Chicago this week also, with branch managers and salesmen in his district.

Newbery is touring the Southern division and will hold meetings in Charlotte, Atlanta, and Dallas, following which he will join Herbert J. Yates, company president, at the world premiere of "Jubilee Trail," at the Saenger Theatre in New Orleans on Jan. 14. Southern division manager Walter L. Titus, Jr., who is remaining in New York due to the death of his father, will join Republic executives in New Orleans for the opening.

Newbery will then leave for the Coast where he will join Western division manager Francis Bateman for a meeting of branch managers and salesmen in that district on Jan. 20.

"The Glenn Miller Story"

(Continued from page 1)

and can't help making everybody a very happy and a prosperous 1954.

It is hard to know where to begin to particularize concerning this many-sided attraction. Everything about it is excellent. Tip-topmost, probably, is the wonderfully balanced portrayal of Miller by the gifted James Stewart, whose string of tip-top portrayals down the years is one of the most impressive lists ever assembled by one actor. And alongside him, again, goes June Allyson, as in "The Stratton Story," in a warmly understanding performance of Mrs. Miller. Charles Drake and George Tobias, as the two closest friends of the bandleader doomed to greatness and disaster, head up a big and talented support.

Ben Pollack's portrayal of the Ben Pollack of the mid-thirties is a warming touch in the early stretches of the Miller career—the story spans the 1925-1944 era—and this expert use of musical greats portraying themselves comes to full flower in a Harlem sequence where Louis Armstrong and Gene Krupa team up to do "Basin Street Blues" on trumpet and drums until the rafters sag and the walls tremble. This sequence, torridly staged with a color-wheel burning flat reds, blues and purples into the scene, is worth more than the price of admission—whatever you may be charging—for itself alone and apart from the likewise priceless music content fore and aft of it.

THE MUSIC PERFORMED, in a variety of ways, as to instrumentation, but always, after the purposely awkward fledgling undertakings, in the rounded, melodious, firmly accented and skillfully contoured orchestral arrangements, includes, to name a few, "Moonlight Serenade," the Miller theme, "Looking at the World Through Rose Colored Glasses," "Everybody Loves My Baby," "Chattanooga Choo Choo," "Tuxedo Junction," "In the Mood" and "Pennsylvania 6-500." There's a dozen more as memorable.

The producer of this splendid contribution to the happiness of a music-conscious world is Aaron Rosenberg, who has every reason to be very proud of his accomplishment, and the director, a man who knows music in the way Glenn Miller knew music, and who has directed James Stewart in more of that great actor's successes than any other director, is Anthony Mann, a sure hand at the helm throughout this not at all easy-going enterprise.

Joseph Gershenson's musical direction is masterly throughout, which is saying a very great deal on this difficult occasion, and the photography by William Daniels, with William Fritzschi as Technicolor consultant, is of the best.

The picture is for all ages, and for all types and classes of music-lovers, just possibly excepting the longest-haired long-hairs, for the Miller recordings still are favorites of the juke-box and disc jockey fans, young or old, and his style is in steady use, under the slightest of disguise, by many of today's top bands.

Running time, 116 minutes. General audience classification. For February release.

WILLIAM R. WEAVER

Greene Increases His RKO Theatres Stock

WASHINGTON, Jan. 5.—David J. Greene and various related interests sharply increased their holdings in RKO Theatres Corp. common during November, a report by the Securities and Exchange Commission revealed.

Greene bought 4,533 shares in his own name, increasing his personal holdings to 20,983 shares. A trust controlled by him bought 11,378 shares, for a total holding of 52,078. A partnership in which he is involved bought another 4,622 for a total of 14,622, and his family purchased another 889 shares for a total of 4,489.

Spyros P. Skouras acquired in October 500 shares of 20th Century-Fox common for a total of 5,760 shares. In November, J. B. Codd bought 500 20th-Fox shares for a total of 600. James A. Van Fleet bought 200 shares in his own name, for a total of 300 shares, and an initial 275 shares through a joint tenancy.

Harry M. Kalmine and W. Stewart McDonald each bought their first 200 shares of Stanley Warner Corp. common. A. Schneider exercised rights for 13,461 shares of Columbia common, giving him a total of 20,836 shares. A trust controlled by Jack Cohn bought 1,800 Columbia shares for a total of 28,138. Cohn personally owns 43,351 shares.

Y. Frank Freeman sold 100 shares of Paramount Pictures common, leaving him 1,700 shares. Harry Brandt bought 1,600 shares of Trans-Lux Corp. common, giving him 114,615 shares in his own name.

Schaefer Represents New Kramer Firm

George J. Schaefer has signed with the newly-organized Stanley Kramer Pictures Corp. to represent it as general sales representative.

Schaefer, former president of RKO and sales manager for both Paramount and United Artists, has served in a similar capacity on all of Kramer's independently-produced pictures heretofore.

The first film under the newly-signed Kramer-United Artists deal, which Schaefer will handle, will be "Not As A Stranger," which is to go into production within the next couple of months under Kramer's supervision.

Myers Warns

(Continued from page 1)

film companies by an Allied committee that in the absence of collusion or conspiracy, film companies may safely select their customers for sound business reasons and it is not necessary for them to institute bidding for their protection. While the court did not expressly so state, I think the rest of Allied's contention follows as a corollary that bidding is essential only when an independent exhibitor demands pictures on a run formerly monopolized by a circuit theatre and the refusal to sell is a hangover of conditions condemned by the Supreme Court in the Paramount case.

Sees Court Dockets Cleared

"However, our distributor friends should not get the idea that the way has been cleared for a resumption of discriminatory practices against independent exhibitors and in favor of presently or formerly affiliated theatres such as were condemned in the Paramount case because, if they do, the decrees in that case will supply the necessary proof of conspiracy. The Crest decision should have the effect to clear the court dockets of flimsy cases involving only parallel action, but cases involving overt acts of conspiracy or which button onto the Paramount case will not be affected."

Telenews

(Continued from page 1)

continue as an independent company, ownership and production of the Telenews daily TV news film, Telenews Weekly News Digest and the Telenews Sports Weekly will be transferred to Hearst Metrotone, which now owns the Telenews trademarks. These products will receive the benefit, it was explained, of expanded film procurement and facilities available through Hearst Metrotone, whose "News of the Day" has been a pioneer theatrical newsreel. Distribution will continue through the television sales department of International News Service as it has been for the last six years.

The Telenews TV news film operation will be under the direction of Caleb B. Stratton, executive vice-president of Hearst Metrotone News; Michael Clofine, vice-president and editor-in-chief of Metrotone News, and W. P. Montague, Metrotone News production editor. Robert Reid, manager of the INS television sales department, will continue in charge of sales representation.

Telenews Productions, under general manager Charles Burris, will concentrate on its other TV activities, such as commercial and special programs.

New Para. Method

(Continued from page 1)

ture definition and clarity of any method yet provided in the history of the industry."

The distribution head added that he had been assured by the studio that "our new attractions can be shown on any size screen and in any aspect ratio up to 1.85 to 1."

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THE BIRTHDAY CAKE THAT EVERY EXHIBITOR IN AMERICA WILL SHARE!

"LET'S GET THE CASH AND LET THE CREDIT GO!"

As our 30th Anniversary commences, we want to thank our exhibitor friends whose mutal confidence and cooperation has made it all possible. We've got countless medals, awards, statuettes. The annals of film business glow with the achievements of M-G-M attractions, M-G-M stars, M-G-M Showmanship. But our celebration is planned with only one thing in mind —your box-office! Let's get the *cash* and let the credit go! We invite theatre men to join with us in what will be one of the biggest promotions of its kind ever held in the industry, to launch a cavalcade of top entertainments, to stimulate *your* business!



TIE-IN YOUR THEATRE WITH THE M-G-M PARADE OF GREAT "JUBILEE" HITS!

M-G-M provides the fireworks nationally and locally! It's going to be the most publicized event of the Year. Get your slice of the Birthday Cake. It's an unparalleled opportunity to give your Box-office a LIFT! Here is a partial list of available M-G-M attractions for your local "JUBILEE." Showmanship accessories available FREE!

"KNIGHTS" LEADS THE LINE-UP OF "JUBILEE" RELEASES!



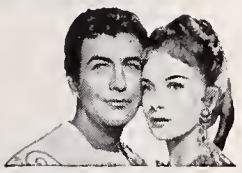
JANUARY

"KNIGHTS OF THE ROUND TABLE" (*CinemaScope*)
(*In Color Magnificence*) • Robert Taylor, Ava Gardner, Mel Ferrer



JANUARY

"EASY TO LOVE" (*Technicolor*)
Esther Williams, Van Johnson, Tony Martin



JANUARY

"QUO VADIS"
Greater In WIDE SCREEN • (*Technicolor*)
Robert Taylor, Deborah Kerr, Leo Genn



JANUARY

"GIVE A GIRL A BREAK" (*Technicolor*) • Marge and Gower Champion, Debbie Reynolds



JANUARY

"THE GREAT DIAMOND ROBBERY"
Red Skelton



FEBRUARY

"SAADIA" (*Technicolor*)
Cornel Wilde, Mel Ferrer, Rita Gam



FEBRUARY

"THE LONG, LONG TRAILER" (*Ansco Color*)
Lucille Ball, Desi Arnaz



MARCH

"TENNESSEE CHAMP" (*Ansco Color*) • Shelley Winters



MARCH

"ROSE MARIE" (*CinemaScope*)
(*In Color Glory*) • Ann Blyth, Howard Keel, Fernando Lamas



APRIL

"GYPSY COLT" (*Ansco Color*)
Donna Corcoran, Ward Bond, Frances Dee, and Gypsy



APRIL

"RHAPSODY" (*Technicolor*)
Elizabeth Taylor, Vittorio Gassman



APRIL

"FLAME AND THE FLESH" (*Technicolor*)
Lana Turner, Pier Angeli

AND THESE CURRENT PRODUCTIONS!

"MOGAMBO" (*Technicolor*)
Clark Gable, Ava Gardner

"TAKE THE HIGH GROUND!"
(*Ansco Color*) • Richard Widmark, Karl Malden, Elaine Stewart

"THE ACTRESS"
Spencer Tracy, Jean Simmons, Teresa Wright

"KISS ME KATE" (*Ansco Color*)
Kathryn Grayson, Howard Keel, Ann Miller

"ESCAPE FROM FORT BRAVO"
(*Ansco Color*) • William Holden, Eleanor Parker, John Forsythe

"HALF A HERO"
Red Skelton

"ALL THE BROTHERS WERE VALIANT" (*Technicolor*)
Robert Taylor, Stewart Granger, Ann Blyth

"TORCH SONG" (*Technicolor*)
Joan Crawford, Michael Wilding

"TERROR ON A TRAIN"
Glenn Ford, Anne Vernon

AND MANY MORE OUTSTANDING M-G-M ATTRACTIONS!

(Including The Industry's Greatest Line-up of Short Subjects)

A GREAT EVENT TO LAUNCH M-G-M's "JUBILEE"!



M-G-M's FIRST GREAT PRODUCTION IN CINEMASCOPE!

M-G-M's presents in CinemaScope "KNIGHTS OF THE ROUND TABLE" • (In Color Magnificence) starring Robert Taylor • Ava Gardner • Mel Ferrer with Anne Crawford • Stanley Baker • Screen Play by Talbot Jennings, Jan Lustig and Noel Langley • Based on Sir Thomas Malory's "Le Morte D'Arthur" • Directed by Richard Thorpe • Produced by Pandro S. Berman

NEXT FROM M-G-M IN CINEMASCOPE

"ROSE MARIE" *(Color)*
Ann Blyth, Howard Keel, Fernando Lamas

"THE STUDENT PRINCE" *(Ansco Color)*
Ann Blyth, Edmund Purdom, John Ericson, Louis Calhern, and the singing voice of Mario Lanza

"BRIGADOON" *(Ansco Color)*
Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart

"BRIDE FOR SEVEN BROTHERS" *(Ansco Color)*
Jane Powell, Howard Keel, Jeff Richards

AND THESE BIG FUTURE M-G-M ATTRACTIONS!

"EXECUTIVE SUITE"
William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern

"BETRAYED" *(Color)*
Clark Gable, Lana Turner, Victor Mature

"JULIUS CAESAR"
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr

"HER TWELVE MEN" *(Color)*
Greer Garson, Robert Ryan

"BEAU BRUMMELL" *(Color)*
Stewart Granger, Elizabeth Taylor, Peter Ustinov

"CREST OF THE WAVE"
Gene Kelly, Jeff Richards

"INVITATION TO THE DANCE" *(Technicolor)* • *Gene Kelly, and All-Star Cast*

"VALLEY OF THE KINGS" *(Color)*
Robert Taylor, Eleanor Parker

"PANTHER SQUADRON 8" *(Ansco Color)*
Van Johnson, Walter Pidgeon



"We're Saying it With Pictures!"

PRINTED IN U.S.A.

Taxes

(*Continued from page* 1)

tax will be handled in a separate bill, as it was last year, or wrapped into a general excise measure, covering the theatre tax and other excises, too. There will be many more bills introduced to repeal the admission tax, and all those not acted on carry over from last year, but the final decision as to procedure will be up to the House Ways and Means Committee. Excises will probably not be considered before late February or early March.

Film industry firms will also be affected by what Congress does about the corporate tax rate. This rate is scheduled to fall, under present law, from 52 per cent to 47 per cent on April 1, 1954. However, the Treasury Department is almost certain to ask that the 52 per cent rate be continued.

Technical Taxes to Fore

A sweeping technical tax revision bill will also have many provisions of interest to the industry. This bill has been prepared by the staff of the Congressional Joint Committee on Internal Revenue Taxation and by the Treasury staff, and will be the first order of business for the Ways and Means Committee, with the voting scheduled to start next week. Some of its provisions will likely liberalize depreciation policies, ease double taxation of corporate dividends, give some relief on the tax treatment of overseas income, overhaul the present rules for corporate reorganizations, liberalize the provisions for averaging income over several years, and make other changes affecting industry firms and workers.

Another item of major interest will be in the anti-trust field, where a House Judiciary Sub-Committee plans to have early hearings on whether Federal judges should be given discretion to award less than treble damages in private anti-trust cases.

Other items which may come up for action during the coming months include these:

¶ Small Business: The Senate Small Business Committee may continue to follow up on its earlier report on film industry trade practices.

¶ Television: Hearings may be held on the status of pay-as-you-see television, to determine whether it should be considered a common carrier, with all rates subject to Federal control.

¶ Minimum Wage: The Administration may ask Congress to extend provisions of the Federal minimum wage law to theatres and other service groups not now covered.

¶ Taft-Hartley: Any attempt to revise the Taft-Hartley law will likely include several provisions affecting film industry labor relations.



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Mason to Introduce Tax Measure Today

WASHINGTON, Jan. 5.—Rep. Mason (R., Ill.) said he is ready to drop in the hopper when Congress reconvenes tomorrow another bill to lift the 20 per cent Federal admission tax from motion picture theatres. A similar Mason Bill was the measure supported by the industry last year and passed by both House and Senate, only to run into a Presidential veto.

TOA and Code

(*Continued from page* 1)

2, votes that exhibition could have a voice in revising the Code, the directors will do what is necessary to pursue its decision.

Reade pointed out that at the TOA convention in Chicago in November, the board reaffirmed its position that the highest moral standards should be the guide in the production and distribution of all motion pictures and that it also "reaffirmed its support to the principles and purposes of the Production Code."

Sees Revision Likely

"However," Reade continued, "as with all credos, codes and statements of principle, it becomes necessary from time to time to reanalyze, re-evaluate and, perhaps, revise. It may well be that the time has now arrived in the industry to do just that with the Production Code. If that is so, I feel that TOA will be in favor of such action."

MGM Anniversary

(*Continued from page* 1)

of M-G-M's growth. The anniversary program, it was stated, has been planned by Nicholas M. Schenck, president of Loew's, Inc.; Arthur M. Loew, president of Loew's International; Charles Reagan, general sales manager; Howard Dietz, vice-president of publicity and advertising; Dore Schary, studio production head, and other studio executives.

Intensive international advertising campaigns have been formulated for other anniversary productions, in addition to "Knights of the Round Table." The others include "Rose Marie," the company's first CinemaScope musical; "The Long, Long Trailer," starring Lucille Ball and Desi Arnaz; "Rhapsody"; "Executive Suite"; "Flame and the Flesh," and "Saadia," all of which are in color.

Bernhard Joins SW

(*Continued from page* 1)

and a director of Warner Brothers Pictures and took leave of absence in 1942-43 to serve as a civilian expert with the Navy.

In 1945 he switched to production, becoming the president, treasurer and co-founder with Milton Sperling of U. S. Pictures, Inc., resigning from this company in 1947 to become president of Film Classics and the next year also was elected president of Cinecolor Corp. He gave up the direction of Cinecolor in 1949 to devote his whole time to Film Classics. Since 1951 he has been in independent production, making "Journey Into Light," "Japanese War Bride" and "Ruby Gentry."

TRADE SHOWINGS
HOWARD HUGHES' PRESENTATION
of
"SHE COULDN'T SAY NO"

ALBANY Fox Screening Room, 1052 B'way	Mon.	1/11	2:30 P.M.
ATLANTA RKO Screening Rm., 195 Luckie St., N.W.	Mon.	1/11	2:00 P.M.
BOSTON RKO Screening Rm., 122-28 Arlington St.	Mon.	1/11	2:00 P.M.
BUFFALO Mo. Pict. Oper. Screen. Rm., 498 Pearl St.	Mon.	1/11	2:30 P.M.
CHARLOTTE Fox Screening Room, 308 S. Church St.	Mon.	1/11	2:00 P.M.
CHICAGO RKO Screening Rm., 1300 S. Wabash Ave.	Mon.	1/11	1:30 P.M.
CINCINNATI Fox Screening Room, 1638 Central P'kway	Mon.	1/11	2:00 P.M.
CLEVELAND Fox Screening Room, 2219 Payne Ave.	Mon.	1/11	2:30 P.M.
DALLAS Republic Screen. Rm., 412 So. Harwood St.	Mon.	1/11	2:30 P.M.
DENVER Paramount Screening Rm., 2100 Stout St.	Mon.	1/11	2:00 P.M.
DES MOINES Paramount Screening Rm., 1125 High St.	Mon.	1/11	1:00 P.M.
DETROIT Blumenthals Screen. Rm., 2310 Cass Ave.	Mon.	1/11	2:30 P.M.
INDIANAPOLIS Universal Screen. Rm., 517 N. Illinois St.	Mon.	1/11	1:00 P.M.
JACKSONVILLE Fla. State Screen. Rm., 128 E. Forsythe St.	Mon.	1/11	2:00 P.M.
KANSAS CITY Paramount Scr. Rm., 1800 Wyandotte St.	Mon.	1/11	1:30 P.M.
LOS ANGELES RKO Screen. Rm., 1980 S. Vermont Ave.	Mon.	1/11	2:00 P.M.
MEMPHIS Fox Screening Room, 151 Vance Ave.	Mon.	1/11	12:15 P.M.
MILWAUKEE Warner Scr. Rm., 212 W. Wisconsin Ave.	Mon.	1/11	2:00 P.M.
MINNEAPOLIS Fox Screening Room, 1015 Currie Ave.	Mon.	1/11	2:00 P.M.
NEW HAVEN Fox Screening Room, 40 Whiting St.	Mon.	1/11	2:00 P.M.
NEW ORLEANS Fox Screening Room, 200 S. Liberty St.	Mon.	1/11	10:30 A.M.
NEW YORK RKO 86th St. Theatre, 86th St. & Lex. Ave.	Thurs.	1/14	9:00 P.M.
OKLAHOMA Fox Screening Room, 10 North Lee St.	Mon.	1/11	10:30 A.M.
OMAHA Fox Screening Room, 1502 Davenport St.	Mon.	1/11	3:00 P.M.
PHILADELPHIA RKO Screening Room, 250 N. 13th St.	Mon.	1/11	2:30 P.M.
PITTSBURGH RKO Screen. Rm., 1809-13 Blvd. of Allies	Mon.	1/11	2:00 P.M.
PORTLAND Star Screening Room, 925 N.W. 19th Ave.	Mon.	1/11	2:00 P.M.
ST. LOUIS RKO Screening Room, 3143 Olive St.	Tues.	1/12	1:30 P.M.
SALT LAKE CITY Fox Screening Rm., 216 E. 1st St. South	Mon.	1/11	1:30 P.M.
SAN FRANCISCO Fox Screening Room, 245 Hyde St.	Tues.	1/12	1:30 P.M.
SEATTLE Jewel Box Screening Rm., 2318 2nd Ave.	Mon.	1/11	1:00 P.M.
WASHINGTON Film Center Screening Room, 932 New Jersey Ave.	Mon.	1/11	2:00 P.M.



Old style shooting...

new style showing



"Law and lawless meet on the street and shoot it out." Time-honored script . . . new style, wide-angle handling—giant figures, cause-and-effect in action, sense of depth—all in one. Made for today's projection—sound and picture—on today's wider screens. Technical problems, there are . . . problems of film selection, processing and projection . . . problems which Kodak is helping the industry solve through the facilities of the Eastman Technical Service for Motion Picture Film.

Branches are located at strategic centers, inquiries invited.

Address: *Motion Picture Film Department*, EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Radio Poll

(Continued from page 1)

ship division, Lux Radio Theatre finished second, closely followed by Jack Webb's "Dragnet."

Completing the best performer championship division, Webb was runner-up, with Godfrey showing.

Julius La Rosa, more in the spotlight than ever since his split with Godfrey last fall, was the critics' choice for the Most Promising Male Star in radio in 1953. In the females in radio's future class, Gale Storm was the pick. With Rosemary Clooney second in that division and Lou Ann Simms third, CBS drew another divisional sweep.

Fisher to Fore

Perhaps indicating either a change of critical taste or a younger generation of critics now writing about radio, Eddie Fisher was the choice for radio's Best Popular Male Vocalist, displacing the hitherto perennial favorite, Bing Crosby, and was in second place as radio's Most Promising Male Star. Perry Como was second in the Popular Male Vocalist division, with Crosby third.

Besides Jack Webb's and "Dragnet's" nice showings in the championship groups, the latter was voted radio's Best Mystery Show of 1953, and was second in the Best Dramatic Program class, behind Lux Theatre.

Groucho Marx also retained his popularity with the critics, being voted third place in the Best Comedian class and his program, "You Bet Your Life," being voted "Best Quiz Show."

Godfrey Awards

Godfrey, too, continues in poll favor. In addition to his third place in the individual championship division, the Godfrey show was first in Best Variety Program class and first in Best Daytime Program class. Godfrey also was among the first three in the voting for Best Master of Ceremonies, running behind Art Linkletter and Groucho Marx in a close race.

"Meet the Press" was another winner in two separate classifications. This perennially popular program in the annual Fame radio polls was voted Best Educational and Best Public Service program.

More Winners

Other programs and performers which have been at the top in most of the polls in recent years, and which reappear there in the 1953 poll, are: Fibber McGee & Molly (Best Comedy Team); Eve Arden (Best Comedienne); Dinah Shore (Best Popular Female Vocalist); Rise Stevens (Best Classical Female Vocalist); NBC Symphony Orchestra (Best Classical Orchestra); Edward R. Murrow (Best News Commentator); Bill Stern (Best Sportscaster); New York Philharmonic Orchestra (Best Classical Musical Show); The Railroad Hour (Best Popular Musical Show), and Let's Pretend (Best Children's Program).

The critics and editors displayed a continuing lively interest in radio, evidenced by an increased number of ballots returned in the 1953 poll than in the preceding year, and by spirited comments penned on their ballots.

Pointing out the vast audience still left to radio—the millions who ride with it in automobiles; the millions who buy portables and use them continuously or seasonally; the other millions out of reach of television in the home; millions who turn to radio in the summer TV hiatus, preferring it to substitute and otherwise secondary television programs, and the other millions who listen to it at home or at work, where daily performance of duties rule out the inactivity required for concentration on viewing but not on listening, the critics urged broadcasters to keep this vast radio following in mind and give it worthwhile and original programs.

They pointed to the large following of disc jockeys and the continuing popularity of good dance and classical music programs and urged that more and better music be made available to listeners at all hours of the day and into the night.

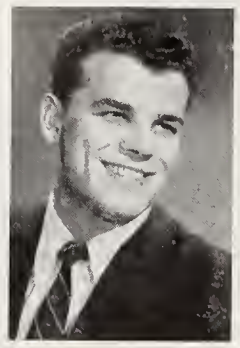
The critics who, in the past, have been near to violence in denouncing radio commercials, showed a softening attitude on that score for the first time in the 1953 poll. A few of them may have explained the change of attitude unwittingly—they compared radio commercials with television commercials, to the disadvantage of the latter.

It could be that they are annoyed so often by TV commercials that the radio brand has become more acceptable.

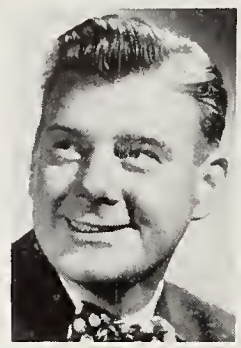
In any event, it is clear from the critics' interest in radio that the medium is far from "dead" insofar as they are concerned.

Many of the balloters, displaying their perennial optimism which has been much in evidence over the 18 years in which the Fame radio poll has been conducted, again voiced their hope that radio eventually will concentrate upon the things it does and can do better than television and, in so doing, open up a whole new era to itself.

Radio Champions of 1953



Julius La Rosa



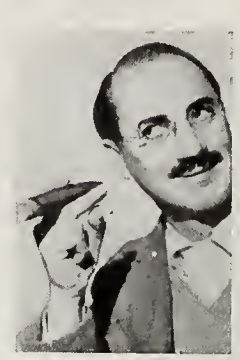
Arthur Godfrey



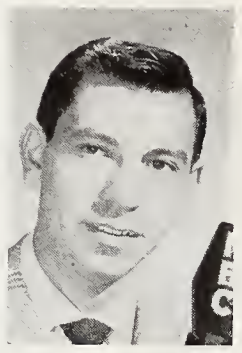
Gale Storm



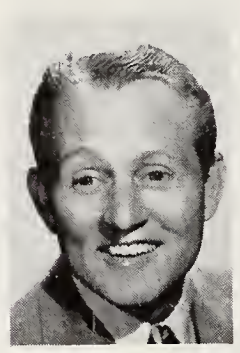
Eddie Fisher



Groucho Marx



Jack Webb



Art Linkletter



Eve Arden



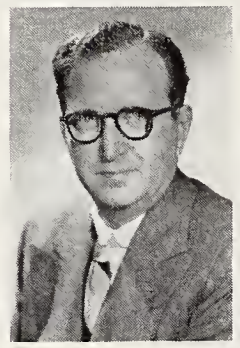
Edward R. Murrow



Bill Stern



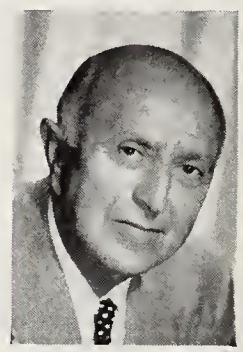
Thomas L. Thomas



Lawrence Spivak
Producer, Meet the Press



Dinah Shore



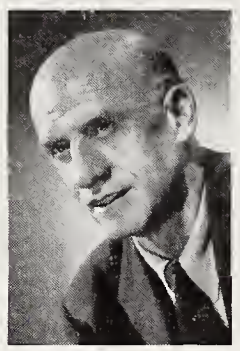
Irving Cummings
Producer, Lux Theatre



Fibber McGee & Molly



Carmen Dragon
Director, Railroad Hour



Dimitri Mitropoulos
Cond., N. Y. Philharmonic



Rise Stevens



Don Wilson



Jean Hight
Producer, Let's Pretend

Complete Results of 1953 'Fame' Radio Poll

THE complete list of first, second and third place winners in MOTION PICTURE DAILY'S 18th annual Radio Poll for *Fame,* as voted by radio editors, critics and columnists of American newspapers and magazines, are published herewith.

Sponsors, advertising agencies, networks and broadcast time (E.S.T) are given for first place winners; networks only for second and third place winners.

BEST NETWORK PROGRAM

1. JACK BENNY SHOW (American Tobacco Co.—Batten, Barton, Durstine & Osborn, Inc.—CBS—Sundays, 7:00-7:30 P.M., rebroadcast 12:30-1:00 A.M.)
2. LUX RADIO THEATRE (CBS).
3. DRAGNET (NBC).

BEST PERFORMER

1. JACK BENNY (CBS—See Best Network Program).
2. JACK WEBB (NBC).
3. ARTHUR GODFREY (CBS).

MOST PROMISING MALE STAR

1. JULIUS LA ROSA (CBS—Mondays, Wednesdays and Fridays, 7:35-7:45 P.M.—Sustaining).
2. EDDIE FISHER (NBC).
3. BILL CULLEN (ABC)

MOST PROMISING FEMALE STAR

1. GALE STORM (My Little Margie, Philip Morris & Co., Ltd., Inc.—The Biow Co., Inc.—Sundays, 8:30-9:00 P.M., rebroadcast 11:30-12:00 mid.).
2. ROSEMARY CLOONEY (CBS).
3. LOU ANN SIMMS (CBS).

BEST COMEDIAN

1. JACK BENNY (CBS—See Best Network Program).
2. BOB HOPE (NBC)
3. GROUCHO MARX (NBC).

BEST COMEDIENNE

1. EVE ARDEN (Our Miss Brooks, Colgate-Palmolive-Peet Co.—Ted Bates & Co.—CBS—Sundays 6:30-7:00 P.M., rebroadcast 11:00-11:30 P.M.).
2. MARIE WILSON (CBS).
3. MARY LIVINGSTONE (CBS).

BEST COMEDY TEAM

1. FIBBER MCGEE & MOLLY (Lewis-Howe Co.—Ruthrauff & Ryan, Inc., and Paper-Mate Co., Inc.—Foote, Cone & Belding, Inc.—NBC Monday through Friday, 10:00-10:15 P.M.).
2. AMOS "N" ANDY (CBS).
3. DEAN MARTIN & JERRY LEWIS (NBC).

BEST VARIETY PROGRAM

1. ARTHUR GODFREY TIME (Multiple sponsors—CBS—Monday through Friday, 10:00-11:30 A.M.).
2. THE JACK BENNY SHOW (CBS).
3. THE BREAKFAST CLUB (ABC).

BEST POPULAR MALE VOCALIST

1. EDDIE FISHER (Coke Time starring Eddie Fisher, The Coca-Cola Company—D'Arcy Advertising Co., Inc.—NBC—Wednesdays and Fridays, 7:30-7:45 P.M.).
2. PERRY COMO (CBS).
3. BING CROSBY (CBS).

BEST POULAR FEMALE VOCALIST

1. DINAH SHORE (Chevrolet Motor Div. of General Motors—Campbell Ewald Co.—NBC—Tuesdays and Thursdays, 7:30-7:45 P.M.).
2. ROSEMARY CLOONEY (CBS).
3. PEGGY LEE (CBS).

BEST CLASSICAL MALE VOCALIST

1. THOMAS L. THOMAS (Voice of Firestone, Firestone Tire & Rubber Co.—Sweeney & James Co.—NBC—Monday, 8:30-9:00 P.M.).
2. EZIO PINZA (NBC).
3. GORDON MAC RAE (NBC).

BEST CLASSICAL FEMALE VOCALIST

1. RISE STEVENS (See Best Classical Male Vocalist).
2. PATRICE MUNSEL (NBC).
3. DOROTHY KIRSTEN (NBC).

BEST DRAMATIC PROGRAM

1. LUX RADIO THEATRE (Lever Brothers Co.—J. Walter Thompson Co.—CBS—Mondays, 9:00-10:00 P.M.).
2. DRAGNET (NBC).
3. NBC STAR PLAYHOUSE (NBC).

BEST MYSTERY SHOW

1. DRAGNET (Chesterfield Cigarettes—Cunningham and Walsh Advertising, Inc.—NBC—Tuesdays, 9:00-9:30 P.M.).
2. SUSPENSE (CBS).
3. CRIME CLASSICS (CBS).

BEST MASTER OF CEREMONIES

1. ART LINKLETTER (House Party, multiple sponsors, CBS—Mondays through Fridays, 3:15-3:45 P.M. and People Are Funny, Mars, Inc.—Leo Burnett Co., Inc.—CBS—Tuesdays, 8:00-8:30 P.M.).
2. GROUCHO MARX (NBC).
3. ARTHUR GODFREY (CBS).

BEST NEWS COMMENTATOR

1. EDWARD R. MURROW (Multiple shows—CBS).
2. FULTON LEWIS, JR. (MBS).
3. MORGAN BEATTY (NBC).

BEST ANNOUNCER

1. DON WILSON (Jack Benny Show—CBS—See Best Network Program).
2. GEORGE FENNEMAN (NBC).
3. KEN CARPENTER (all networks).

BEST SPORTSCASTER

1. BILL STERN (Sports Today with Bill Stern, Anheuser-Busch Co.—D'Arcy Advertising Co.—ABC—Monday through Friday, 6:30-6:45 P.M., transcribed over WABC, 6:45-7:00 P.M.).
2. RED BARBER (CBS).
3. MEL ALLEN (CBS).

BEST CLASSICAL ORCHESTRA

1. NBC SYMPHONY (Socony-Vacuum Oil Co.—Compton Advertising, Inc.—NBC—Sundays, 6:30-7:30 P.M.).
2. N. Y. PHILHARMONIC (CBS).
3. TELEPHONE HOUR (NBC).

BEST POPULAR ORCHESTRA

1. SAUTER-FINEGAN (The Camel Caravan, R. J. Reynolds Tobacco Co.—Wm. Esty & Co., Inc.—CBS—Mondays 10:00-10:30 P.M.).
2. LES BROWN (all networks).
3. RAY ANTHONY (all networks).

BEST CLASSICAL MUSICAL SHOW

1. N. Y. PHILHARMONIC (New York Philharmonic Symphony, Willys Motors, Inc.—Ewell & Thurber Associates—CBS—Sundays, 2:30-4:00 P.M.).
2. FIRESTONE HOUR (NBC).
3. TELEPHONE HOUR (NBC).

BEST POPULAR MUSICAL SHOW

1. THE RAILROAD HOUR (The Association of American Railroads—Benton & Bowles, Inc.—NBC—Mondays, 8:00-8:30 P.M.).
2. THE VAUGHN MONROE SHOW (CBS).
3. THE BING CROSBY SHOW (CBS).

BEST COUNTRY MUSIC SHOW

1. GRAND OLE OPRY (R. J. Reynolds Tobacco Co.—Wm. Esty Co., Inc.—NBC — Saturdays, 9:30-10:00 P.M.).
2. SATURDAY NIGHT COUNTRY STYLE (CBS).
3. MIDWESTERN HAYRIDE (NBC).

BEST QUIZ SHOW

1. GROUCHO MARX SHOW (You Bet Your Life) De Soto Motor Corp., Div. of Chrysler Corp.—Batten, Barton, Durstine & Osborn, Inc.—NBC — Wednesdays, 9:00-9:30 P.M.).
2. 20 QUESTIONS (MBS).
3. TWO FOR THE MONEY (ABC).

BEST CHILDREN'S PROGRAM

1. LET'S PRETEND (Sustaining—CBS Saturdays, 2:05-2:30 P.M.).
2. BIG JON AND SPARKY (ABC).
3. THE LONE RANGER (ABC).

BEST DAYTIME SHOW

1. ARTHUR GODFREY TIME (CBS—See Best Variety Program).
2. THE BREAKFAST CLUB (ABC).
3. DIAL DAVE GARROWAY (NBC—discontinued).

BEST EDUCATIONAL PROGRAM

1. MEET THE PRESS (Revere Copper and Brass, Inc.—St. Georges & Keyes, Inc.—NBC—10:30-11:00 P.M.).
2. INVITATION TO LEARNING (CBS).
3. THE AMERICAN FORUM OF THE AIR (NBC).

BEST PUBLIC SERVICE PROGRAM

1. MEET THE PRESS (NBC—See Best Educational Program).
2. CBS SPECIAL EVENTS (CBS).
3. TOWN MEETING OF THE AIR (ABC).

CBS, Y & R Publicity Services Voted Best for 1953 By Radio Editors, Critics

Columbia Broadcasting System's radio publicity service was voted the best of the network's press services for 1953 by a majority of the newspaper and magazine radio editors, critics and columnists participating in MOTION PICTURE DAILY'S 18th annual Radio Poll for FAME magazine. The CBS department is headed by George Crandall.



Geo. Crandall

The radio editors and columnists also voted Young & Rubicam's Bureau of Industrial Service the provider of the Best Individual Publicity Service for the year. Harry Rauch is Y & R vice-president in charge of the radio-television publicity in the Bureau. Both Crandall's and Rauch's departments are repeaters, this being the fifth consecutive year the CBS radio service has been voted best, and the fourth successive year for the Y & R department.



Harry Rauch

National Broadcasting Company's press department was second in the Best Network Publicity Service voting, and American Broadcasting Company's department was third. David O. Alber Associates was in second place in the Best Individual Publicity Service for 1953.

15 Firsts to CBS, 12 to NBC in Poll

Columbia Broadcasting System's 1953 radio programs and performers captured the greater number of first and second place standings in the 18th annual Motion Picture Daily-Fame poll of newspaper and magazine radio editors, critics and columnists.

CBS took 15 first, 14 seconds and nine third places.

There are 28 classifications in the 18th annual poll, with tabulations made for first, second and third places in each. The voting for Best Network and Best Individual publicity service is considered a separate category, apart from programs and performers, and is not counted in the comprehensive poll standings.

National Broadcasting Co. was in second place in the 1953 radio poll standings, winning 12 firsts, nine seconds and 12 third places. American Broadcasting followed with one first place, two seconds and five thirds. Mutual accounted for two second places in the balloting.

Both CBS and NBC swept two complete divisions.

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NEIGHBORHOOD THEATRES

DONE THE BUSINESS

THAT RKO, SKOURAS,

CENTURY, RANDFORCE,

BRANDT, PRUDENTIAL,

FABIAN CIRCUITS

ARE DOING WITH

CINEMASCOPE

Are you equipped with Anamorphic Lens, Stereophonic Sound, proper screen and showmanship know-how... to make it your most prosperous year!



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 4 NEW YORK, U. S. A., THURSDAY, JANUARY 7, 1954 TEN CENTS

Warns on Bids

TOA Points to Danger Signal In Crest Case

Sees No Green Light To Discriminatory Tactics

The U. S. Supreme Court's decision in the Crest Theatre case giving distributors the right to restrict first-run showings to downtown houses can be a dangerous instrument in view of their "already tremendous discretionary powers," Herman Levy, general counsel of the Theatre Owners of America, stated yesterday for the TOA, in analyzing the court's findings. The high court on Monday ruled that major distributors had not violated the anti-trust laws when they refused to license first-runs to the neighborhood Crest Theatre in Baltimore.

"The Crest decision," Levy said, "is no green light to distribution to indulge in discriminatory tactics. Nor should this decision be taken by distribution as an indirect suggestion that competitive bidding between

(*Continued on page* 4)

Allied Artists Loan For $1,250,000 Signed

HOLLYWOOD, Jan. 6. — Allied Artists has signed a new one-year loan agreement with the Security First National Bank of Los Angeles, and participated in by Bankers Trust Company, New York, which provides for a revolving loan of $1,250,000, and also permits guaranties up to $500,000 covering bank loans to producers releasing through Allied Artists. The loan replaces the previous arrangement with the same banks, which was for $1,000,000.

32 Will Aid the 1954 'Brotherhood Week'

Thirty-two have accepted posts as national vice-chairmen of the 1954 campaign for "Brotherhood Week," to be observed Feb. 21-28 under the sponsorship of the National Conference, it was disclosed here by Emanuel Frisch, national chairman of the film industry drive. The 32 are: Barney Balaban, Robert S. Benjamin, Charles Boasberg, Steve Broidy,

(*Continued on page* 5)

Justices Take Issue with Blanket End of Censorship

By J. A. OTTEN

WASHINGTON, Jan. 6.—Two Supreme Court justices today took sharp issue with a plea that the court declare unconstitutional all censorship of motion pictures prior to showing.

Justices Frankfurter and Jackson flung questions and comments at John C. Harlor, attorney for Superior Films, Inc., whose picture, "M," was banned by the Ohio Board of Censors.

At the same time, however, Justices Frankfurter, Jackson and Chief Justice Warren criticized the "vagueness" of the Ohio statute under which the film was banned.

This afternoon the court heard an hour and 20 minutes of the two-hour argument scheduled on "M." Tomorrow the court will wind up the "M"

(*Continued on page* 5)

Mervyn LeRoy Back At Warner Studio

HOLLYWOOD, Jan. 6.—Mervyn LeRoy, veteran motion picture producer-director, will this month return to the Warner Brothers studio, it was disclosed here by Jack L. Warner, production vice-president of the company. LeRoy last week left the M-G-M studio after 15 years and following completion of "Rose Marie" in CinemaScope, under a contract which still had three years to go.



Mervin LeRoy

The Warner studio intends to turn over to LeRoy "a group of books and play properties from which he will select his first picture."

Sees Foreign Market Vital

HOLLYWOOD, Jan. 6.—The foreign market furnished between 43 and 44 per cent of the American industry's revenue during 1953, said Eric A. Johnston, president of the Motion Picture Association of America, at a press conference held here today. This figure, said Johnston, is 10 per

(*Continued on page* 4)

Industry 'Definitely' On Road Back, Zukor Asserts

HOLLYWOOD, Jan. 6.—The new projection media that were developed in 1953 will be improved in 1954, further stabilizing the increased theatre attendance that was noted in the last half of last year, Adolph Zukor predicted here today on the eve of his 81st birthday.



Adolph Zukor

In his annual birthday interview with MOTION PICTURE DAILY, the Paramount board president reiterated his stand that despite the screen innovations, Hollywood must not overlook the importance of story, cast and director. Those factors, he said, are more important than "gimmicks."

The renewed interest in motion pic-

(*Continued on page* 4)

Develops A New Drive-in Screen

BOSTON, Jan. 6.—A new all-purpose drive-in screen, claimed to afford an increase of over 200 per cent in reflectivity over present day drive-in screens, has been developed by Open-Air Development Corp. of America, it was announced here.

The screen, said to be "easily" adaptable for CinemaScope, will be demonstrated on Feb. 28 at the S-3 Drive-in at Rutherford, N. J., weather permitting, it was said. The S-3 Drive-in is owned by the Smith Management Co., headed by Philip Smith,

(*Continued on page* 2)

Uphold PCA

Faith in Code Reaffirmed by Seven Studios

Johnston Says Members 'Deplore' Violations

HOLLYWOOD, Jan. 6. — Seven studio members of the Association of Motion Picture Producers have reaffirmed their "complete faith and confidence" in the principles of the Production Code and in its administration, Eric Johnston, president of the Motion Picture Association of America, told the press at a news conference here today.

Johnston said that the companies — Columbia, M-G-M, Paramount, Republic, 20th Century-Fox, Universal and Warner Brothers—"deplored violation of the code by any producer."

Johnston forestalled questioning on RKO Radio's action in opening "The French Line" in St. Louis without a PCA certificate, explaining that anything he might say could be construable as pre-judging a matter on which he will sit as presiding officer

(*Continued on page* 4)

'Stick with the Code,' Says Ohio Paper

COLUMBUS, O., Jan. 6.—Film producers were advised to "stick with the present Production Code with its minimal restraints," in an editorial in the "Columbus Dispatch," following Samuel Goldwyn's appeal for revision of the code. The "Dispatch" said that the code "might be stiffened a bit."

"The code has served the industry well in protecting the public against grossly salacious pictures," said the

(*Continued on page* 4)

Allied Unit Urges Film Firms' 'Control'

INDIANAPOLIS, Jan. 6.—A resolution, calling for the "control" by exhibition of existing producing companies as a means of ending the product shortage, was passed here at the regular monthly meeting of the board of directors of Allied of Indiana.

The acquisition of stock and voting

(*Continued on page* 5)

Personal Mention

DAN S. TERRELL, M-G-M publicity director, will leave New York by plane on Sunday for Hollywood.

•

GEORGE H. MACKENNA, general manager of Basil's Lafayette Theatre, Buffalo, is a member of the Main Street Association committee which is arranging a victory dinner for newly elected city officials.

•

CHARLES A. MCKERNAN, manager of the Seneca Theatre, Buffalo, has been elected chairman of the board of the South Buffalo Business Men's Association.

•

JOANNE SLATER, daughter of BILL SLATER, film publicist and radio commentator, will be married here in April to LT. ROGER LEVI, of the U. S. Navy.

•

GILBERT GOLDEN, Warner Brothers advertising manager, is the father of a daughter born to MRS. GOLDEN on Tuesday at the Norwalk, Conn., Hospital.

•

EDWIN J. SMITH, RKO Radio assistant foreign sales manager, will leave here tomorrow by plane for Mexico City.

•

FRED SAPPERSTEIN, Columbia Pictures office manager in Baltimore, is the father of a daughter born to MRS. SAPPERSTEIN at Sinai Hospital there.

Drive-in Screen

(*Continued from page* 1)

who is also president of the Development Corp.

Smith claimed the following basic advantages for the screen, said to be made for any desired width: It will allow a starting time up to two hours earlier than is now possible; it is a lenticular screen made of an all-weather, non-corrosive, maintenance-free metallic material; due to greater reflectivity, it can be utilized for CinemaScope or other wide-screen aspect ratios.

At the projected demonstration, it was announced, orders for 1954 late spring delivery will be taken. Smith is also president of Midwest Drive-in Theatres, Inc., which owns and operates 22 drive-ins throughout the U. S. Patents on the development, it was learned, are pending.

K.C. Couple Cast for De Rochemont Film

John and Betty Marsh, Kansas City non-professional couple in their early 20's, have been chosen by Louis de Rochemont to portray the two young Americans whose adventures abroad form the story of "The Thrill of Your Life," second Cinerama film now being produced by de Rochemont in Europe and the U. S. The Marshes will spend three months abroad and will finish shooting in the U. S. Release of the film is scheduled for late in the spring.

Asks 'Cut' for Unions In TV-Film Profits

HOLLYWOOD, Jan. 6.—A plan by which guilds and unions would participate in profits earned by producers from the sale of theatrical films to television was outlined to the AFL Film Council here by Robert L. Lippert, special guest at the council's weekly meeting. Lippert proposed that participation in revenues from the sale of theatrical films to television begin after the producer has recouped his original production investment, whether from theatrical exhibition alone or from that source plus the necessary amount of revenue from television, and that after this "profit position" has been reached some agreed percentage of television proceeds be placed in a general pool for distribution among all guilds and unions on a pro-rata formula to be worked out by the labor organizations jointly.

Dales Heads Committee

The council, which probably would administer the pool, if the Lippert proposal is acted upon, appointed John Dales, Jr., executive secretary of the Screen Actors Guild, as chairman of a seven-man committee to study the proposition.

Lippert, who has not engaged in film production in this country since SAG took steps to deny him acting talent nearly two years ago, due to having sold some post-1948 films to television without reaching an agreement with SAG for making additional payment to actors in them, also told the council that overseas production, which the council has vigorously criticized as a cause of increasing unemployment in Hollywood, would drop off sharply if it were not for the ease in financing which prevails now due to availability of subsidies from foreign governments. Sometimes, he said, these subsidies amount to as much as 40 per cent of production costs.

RKO to Trade-show 'Couldn't Say No'

RKO Radio will trade-show "She Couldn't Say No," starring Robert Mitchum, Jean Simmons and Arthur Hunnicutt, on Monday in all exchange cities except St. Louis and San Francisco, where it will be shown Tuesday, and New York, where it will be shown Thursday night at the RKO 86th street theatre.

$1.06 'U' Preferred Dividend Declared

The board of directors of Universal Pictures has declared a quarterly dividend of $1.06 per share on the 4¼% cumulative preferred stock of the company, payable on March 1 to stockholders of record on Feb. 15.

Youngstein Toastmaster

PHILADELPHIA, Jan. 6.—Max Youngstein, vice-president of United Artists, will be toastmaster on Monday at the 20th anniversary dinner of the Variety Club of Philadelphia, Tent No. 13, to be held at the Bellevue Stratford Hotel.

Urges Adoption of 'Scope Program

CHICAGO, Jan. 6.—A 10-point program for both distribution and exhibition, designed to make 1954 a banner year in the history of the industry, was outlined here by S. J. Gregory, general manager of Alliance Theatres.

The adoption of the CinemaScope system as the industry's wide-screen process and the formation of one over-all exhibition organization were among the steps urged by Gregory.

Other points in his program for exhibition included: training courses for theatre personnel in order to give better service; the elimination of "rowdyism" in theatres; the "freshening-up" of run-down theatres; the application of showmanship to win back the "lost audience"; uniform admission prices at the present level, and the procuring of proper equipment for correct projection of the new screen systems.

For distribution, Gregory's program calls for: More advertising at the local level; additional prints, conferences with exhibitors on types of pictures with box-office appeal, a vigorous effort to build up new star personalities, the use of established TV personalities in motion pictures and a concerted effort to deliver top pictures in the new media.

MGM's 1st in 'Scope Bows at Hall Today

The New York premiere of M-G-M's first CinemaScope production, "Knights of the Round Table" at Radio City Music Hall will be heralded tonight by a parade of horsemen dressed in replicas of sixth century costumes. The picture will open at 10:30 A. M. The costumes, cross-bows, lances and other accouterments which will outfit the paraders are a part of those used during filming of "Knights of the Round Table" in England and Ireland.

The picture will be shown on the Hall's new 70-foot screen, claimed to be the biggest in the world.

Showmanship School To Hear 3 Ad Men

Three executives of the Cunningham & Walsh advertising agency—Jack Williams, Gerald Tasker and Anthony Shevins—tonight will address the first 1954 session of the Showmanship School to be conducted by the Associated Motion Picture Advertisers. The session will begin at 6:15 P. M. and will be held at the United Artists prevue theatre in the UA home offices.

$10,000 to V.C. Clinic

The New York Variety Club Foundation's New Year's Eve party produced more than $10,000 for the Club's Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center. According to Albert G. Gorson, secretary of the Foundation, the final accounting is expected to produce several thousand dollars additional.

Ohio Film Carriers Get increased Rates Despite ITO Plea

COLUMBUS, O., Jan. 6.—The order of the Ohio Public Utilities Commission which would have prevented increased film carrier rates in the Cleveland exchange area, was nullified when a clerk of the commission failed to record the order before the deadline. As a result, the carriers are now charging the increased rates. Carriers affected are Film Transit Co., Leonard Albrecht and E. S. Johnson.

The commission had called for suspension of the increase following an appeal by the Independent Theatre Owners of Ohio, which sought to have the carriers justify the increased rates. Despite the setback, it was indicated that Ohio theatremen would continue the fight against the increased rates.

More Deferments in Gov't 16mm. Action

HOLLYWOOD, Jan. 6.—Two defendants in the government's suit against major producers of 16 mm. films were given until Jan. 15 to complete their replies to interrogatories and two others were allowed until Feb. 2. Columbia Pictures and Screen Gems have until Jan. 15 to submit final material; Republic Pictures and Republic Productions, Inc., have until Feb. 2.

Rothacker, Jr., 'G.M.' Of Rothacker Firm

Owing to the continued illness of Douglas D. Rothacker, Douglas D. Rothacker, Jr., has been appointed general manager of the Rothacker production and distribution operations in the United States and Canada.

'Reef' Gross $5,700 In First Chicago Day

CHICAGO, Jan. 6.—"Beneath the 12-Mile Reef," third CinemaScope film to play in Chicago, chalked up an impressive opening day of $5,700 at the Essaness Woods yesterday and appears to be headed for a big first week of $40,000 or more.

Legion Cites 2 at RKO

The American Legion will honor Leon J. Bamberger, sales promotion manager of RKO Radio, and Rutgers Neilson, foreign publicity manager, as two legionnaires holding membership for the longest period of time. Both have been charter members for 35 years in the S. Rankin Drew Post. Scrolls will be presented at a meeting of the post on Jan. 20.

Columbia Pays $1.06¼

The board of directors of Columbia Pictures yesterday declared a quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock, payable Feb. 15 to stockholders of record on Feb. 1.

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322 HAPPY EXHIBITORS REPORT BIGGEST NEW YEAR'S EVE BUSINESS EVER!



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"MONEY FROM HOME"

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with Robert Strauss · Gerald Mohr · Sheldon Leonard · Romo Vincent

COLOR BY TECHNICOLOR

Directed by George Marshall · Screenplay by Hal Kanter

Adaptation by James Allardice and Hal Kanter

Zukor

(Continued from page 1)

tures by the public is not restricted to this country, Zukor said. He found on his recent European trip that people in all countries which he visited were enthusiastic about the new developments and the current flow of strong product. The industry, internationally, he said, definitely is on the road back and the prospects for a prosperous future are "very bright."

In regard to distributor-exhibitor relations, Zukor said that almost every industry problem can be adjusted by roundtable discussions.

"Whether it is through arbitration or any other method," Zukor said, "a solution can be found when both sides of a dispute are intelligently presented. When a middle ground can be reached, the results will be satisfactory to all concerned."

Hopes for Arbitration

Zukor expressed hope that a system of arbitration would be established by the industry during 1954.

Faith and confidence in the industry were expressed by the veteran executive who foresaw greater progress in all branches which, combined, are proving that the public will patronize good entertainment. Hollywood, he said, is aware of its responsibilities of service to the public and will strive to achieve perfection through patient research and experimentation.

The industry has weathered many storms and now is proving that it can do it again, Zukor said. The new era will be a good one for everybody, he concluded.

TOA Looks at Crest Case

(Continued from page 1)

theatres for first-run is either permissable or advisable. There is no more occasion now than there was before the Crest case for distribution to use competitive bidding except in those rare instances where particular distributors sincerely and honestly feel that only through the use of competitive bidding can a threat of litigation be dispelled."

Levy asserted that the Crest decision strengthens the distributors' position at a time when theatres in general are "pathetic victims of a sellers' market," and also widens the "no-man's land" area that has been developing rapidly between first-run and subsequent-run operations. He contended that "distribution policies over the past few years have resulted in the subsequent-run operator slowly becoming the 'forgotten man' of the industry." He added that the cumulative effect of "unenlightened and uneconomic distributor practices is taking its toll, and chaos may well result unless distribution alerts itself to the plight of the subsequent-run theatre owner and unless distribution makes its primary objective a change in its policies to insure the subsequent-run theatre owner a fair and reasonable opportunity to exist."

Levy summarized the Supreme Court's decision in the Crest case as follows:

Distributors do not necessarily conspire in violation of anti-trust laws just because they all reach the same business decision at the same time; and,

If distributors act individually, and not in combination, when they select downtown theatres for first-run because those theatres offer greater opportunities for the widespread advertisement and exploitation of those pictures, then, the distributors are within their rights and are under no obligation to offer first-run or first-run day-and-date to subsequent-run houses even in this instance where the Supreme Court found that the subsequent-run house possessed "the most modern improvements and appointments."

In effect, Levy said, the Supreme Court held that more than just "parallel business behavior" is necessary to establish a conspiracy under the anti-trust laws.

Levy noted that exhibitors were inquiring whether the Crest decision, on this point, was in conflict with the decision in the Allentown Drive-in case where the District Court held, and the Circuit Court affirmed, that the "suitable" drive-in involved should be given an opportunity to negotiate for first-runs that were being granted exclusively to conventional theatres in Allentown. Levy said that in the Crest case, the Supreme Court was careful to point out that the only evidence of conspiracy was the parallel conduct of the defendants. However, in the Allentown case, the court found, in addition to parallel conduct, these elements: That each distributor acted with the knowledge of what his competitors' policies were, that the distributors had a uniform policy to relegate drive-ins to a second-run status and the "past proclivity of the distributors to unlawful conduct."

Foreign Market

(Continued from page 1)

cent above that for 1952. During the present year, he estimated, the foreign market yield will be somewhat higher than 1953, but there are signs that greater difficulty will be experienced in getting revenues out of certain countries.

Production abroad by American companies, which has been protested by Hollywood guilds and unions as causing unemployment here, is among the means by which American companies convert blocked funds and frozen assets to useful purposes, Johnston said, and is not properly to be charged with causing unemployment here. He said every film-producing nation is undergoing some degree of unemployment in the film industry, due to the making of fewer pictures, and that this is not a local problem peculiar to Hollywood but is a world-wide condition.

Asked whether an American industrial recession of 5 per cent or so, which has been forecast by Washington for 1954, may be expected to affect the domestic box office adversely, Johnston said he saw no reason why it should, reminding that film industry always has been last to reflect economic letdown, and sometimes has improved, rather than softened, during such periods. On the whole, he said, he believes domestic business will be up from 1953 in 1954.

Faith in Code

(Continued from page 1)

in any MPAA board meeting before which it may come. He did answer, however, questions concerning possible procedure in such cases. The MPAA president said that the MPAA resolution adopted in 1942 provides that any member company violating the agreement by releasing a picture which has not been approved by the PCA shall be fined automatically $25,000 on receipt of a formal report by PCA administrator Joseph Breen that such a violation has been committed. Such member company may appeal to the board, Johnston said, and the board may take whatever action is deemed appropriate. This could range,, he said in reply to questions, up to a request that the member withdraw from membership in the association.

Interpretation Up to Board

When asked whether the resolution authorizing a $25,000 fine provides only for a single assessment, or for an additional fine in the same amount for each booking, or showing, Johnston said the interpretation of the resolution is wholly up to the board of directors and added that the text of the resolution, in his opinion, leaves directors completely free to interpret it any way they chose.

On the recent exchange of communications with Samuel Goldwyn concerning the latter's assertion that the Production Code is due for modification, Johnston said that Goldwyn has not submitted to him any specific recommendations for changes. He reiterated an earlier statement to the effect that he considers the code is a "living document" and called attention to its having been amended on various occasions heretofore.

Editorial Lauds Code

(Continued from page 1)

editorial. "It has imposed only moderate standards of morals and decency. These have sufficed to fend off attempts at official censorship in many states and in others, such as Ohio, to keep long-standing censorship at a mild and not at all irksome level." The editorial said that the Goldwyn plea "seems to have been inspired by a restiveness on the part of a few producers which has resulted in the marketing of a picture or two without the Code's seal of approval and their apparent ability to get away with this defiance to the tune of big box-office receipts."

In asking for the "stiffening" of the Code, the "Dispatch" added that "we've seen some pictures in recent years that hewed about as closely to the line of decency as they could get without stepping over."

The editorial concluded: "We hope the Goldwyn appeal starts off no chain reaction among other studios. The ultimate explosion could do a lot of damage to expensive Hollywood property."

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National Pre-Selling

"WALKING MY BABY HOME," is represented by an eye-catching color ad in the January issue of "Redbook." In the same issue, "Here Come the Girls" and "Gilbert and Sullivan" are reviewed and recommended by Florence Somers.

•

"All the Brothers Were Valiant," "Here Come the Girls" and "So Big" are among the pictures reviewed in 'Woman's Home Companion's" January issue. In the same issue Anne Baxter, star of "Carnival Story," is featured in a full color page ad promoting Lux Soap.

•

Al Hinds in the January issue of "Holiday Magazine" listed as the 10 *best pictures of* 1953, *"From Here to Eternity," "Shane," "The Band Wagon," "Mogambo," "The Moon Is Blue," "Lili," "Stalag* 17," *"Tanga-Tika" and "The Little Fugitive."*

•

In a forecast for 1954, "Look's" editors in the current issue make the following predictions: "Major Hollywood studios will make fewer but more elaborate pictures, selling to the highest bidder in each city for first-run showings—Best Pictures of 1954, "The Glenn Miller Story," "The Caine Mutiny," "White Christmas," "It Should Happen to You," "A Star Is Born" and "Brigadoon."

•

"Knights of the Round Table" is represented by a novel ad appearing in the February issue of "Photoplay." The ad measures a page and a third. The third with teaser copy is placed on the table of contents page. The full page ad is placed on the facing page.

In the same issue, the "Photoplay Gold Medal Award" is announced.

•

"The Glenn Miller Story," "Easy to Love." "Calamity Jane" and "Escape from Fort Bravo" are recommended by Ruth Harbert in "Good Housekeeping's" January issue.

•

"Escape from Fort Bravo," will be awarded the "Medal of Special Achievement" by "Parent's Magazine."

The medal will be presented to Howard Dietz by Phil Willcox of "Parent's Magazine."

•

"The Glenn Miller Story" was chosen by Ed Miller, motion picture editor of "Seventeen," as the picture of the month for February.

•

Reports Lisa Wilson in "American Weekly's Jan. 3 issue: "The Glenn Miller Story's" co-star, June Allison, was conditioned for the part of Glenn Miller's widow by the near death of her real life husband, Dick Powell, whose appendix burst and who developed peritonitis."

WALTER HAAS



Ohio High Court Saw 'M' Script, Not Film

WASHINGTON, Jan. 6. — Ohio's Attorney General C. William O'Neill today told the Supreme Court that the Ohio Supreme Court had not actually seen the motion picture "M" and that this might be a reason why the Supreme Court could remand the case. He explained that the Ohio court had only read the script of the film before passing upon the right of Ohio censors to ban showings.

However, he insisted, Ohio is not giving up its right to set standards for censoring pictures.

Allied Unit Urges

(*Continued from page* 1)

proxies as a method of gaining "control" was advocated. In addition, the Indiana unit urged that national Allied, at its board of directors' meeting to be held in Cincinnati on Feb. 4, take the following steps:

¶ Make an immediate survey of the number of shares of film producing companies' stock now held by exhibitors and pledge to turn over voting rights on stock held.

¶ Secure exhibitor guarantees of play dates at commensurate prices from exhibitors for pictures released by the company in which exhibitors will obtain control.

¶ Secure from the Security Exchange Commission a list of present stockholders of each producing company.

¶ Secure a pledge from exhibitors to contact stockholders in their communities whose names are furnished by a committee from SEC lists for the purpose of obtaining their proxies.

¶ Urge the Theatre Owners of America to also take the steps listed heretofore. And upon completion of the Allied and TOA survey, form a joint committee to determine what company should be selected for exhibitor control.

¶ Immediately contact heads of all Hollywood guilds whose members are suffering from the greatest unemployment in the history of the industry, requesting their disposition toward entering into profit sharing production of pictures.

Brotherhood Week

(*Continued from page* 1)

Jack Cohn, Alfred E. Daff, Russell V. Downing, Jack Frye, James R. Grainger, William J. Heineman, William W. Howard, John Reed Kilpatrick, Arthur B. Krim, Al Lichtman, Harry Mandel, A. Montague, Louis Nizer, Edward J. Noble, John J. O'Connor, Thomas F. O'Connor, Milton R. Rackmil, Charles M. Reagan, Sam Rinzler, Herman Robbins, Samuel Rosen, A. Schneider, A. W. Schwalberg, George P. Skouras, Spyros P. Skouras, Nate Spingold, Joseph R. Vogel and Herbert J. Yates.

SDG Picks Crowther For Critics Award

HOLLYWOOD, Jan. 6. — The Screen Directors Guild has selected Bosley Crowther, of the "New York Times," to receive the SDG's annual critics award.

Censorship

(*Continued from page* 1)

case argument and then listen to an hour of argument challenging New York State's ban of "La Ronde."

Frankfurter entered the argument only a few moments after Harlor opened his case, asking, "Do you want us to declare the Ohio statute unconstitutional?" When Harlor replied that he did, Frankfurter wanted to know why it was necessary to do this for the "M" case, when the court had not done it in other similar cases.

"Do you think that in this case we're right up to it?" Frankfurter asked.

Harlor answered that never in the history of the court had it approved any statute "which put a prior restraint on the right to speak, when that restraint involved examination of the content of what would be spoken."

"Are you asking us," Jackson demanded, "to make an absolute rule that a government has no right whatever to rule out a motion picture in advance of its showing?" Harlor replied that this was exactly what he was asking.

"When you're asking for an absolute rule that nothing can be stopped no how," Jackson said, "You're asking for a lot."

Harlor argued that motion pictures have never been considered by the court in the light of the First Amendment, which protects freedom of the press. The court had not decided "The Miracle" case in the light of the First Amendment, he said, and therefore he was asking the court to do so for the "M" case.

Compared with 'Miracle'

Frankfurter told him that the court had "to consider your case under the same thing" as "the Miracle" case.

Justice Black declared that if "The Miracle" case governed the "M" case, "we don't have to go all the way on this case."

Ohio Attorney General C. William O'Neill, defending the state censors' action, said there was "a great difference between the printed word on the printed page and action on the screen in a darkened theatre." He pointed out that "the industry itself sets up a Code to be followed by the producers of motion pictures," and declared that neither newspapers, authors nor magazines had such a code. "The Code is far more general, broad, indefinite and vague," he said, "than the Ohio statute." He pointed out that Ohio limits only pictures which are "obscene, immoral and tend to promote crime or riot."

Queried on Standards

Jackson wanted to know what standards Ohio used to determine "what tends to promote crime" and asked if "M" fit into that category. When O'Neill said that it did, Jackson said he had seen the picture.

"I didn't see much in it that would incite the normal mind to crime and make it attractive," Jackson declared. "The picture made it repulsive."

Warren described a hypothetical situation involving two murder pictures submitted to the board. "The board says one can be shown and one can't be shown," he said. "What is the measuring rod?"

O'Neill repeated the terms of the Ohio statute. Both Frankfurter and Jackson then wanted to know how the Ohio statute "avoided vagueness."



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Censor Laws

Justices Hit Vagueness of State Statutes

Express Dissatisfaction With 'Immorality' Term

By J. A. OTTEN

WASHINGTON, Jan. 7.—U. S. Supreme Court justices today continued to criticize the vagueness of state statutes censoring films.

Both Justices Frankfurter and Jackson expressed dissatisfaction with the word "immoral," the New York State statute term under which the picture "La Ronde" was banned in the state. Yesterday both justices and Chief Justice Warren took issue with the wording of an Ohio statute under which "M" was banned in that state.

Today the court finished hearing argument on both censorship cases. Although 20 minutes remained from

(*Continued on page* 4)

Exhibitor Opinion In Code Changes Advisable: Snaper

Because exhibition is said to be in the most vulnerable position in regard to public reaction to pictures that violate the Production Code, Allied States president Wilbur Snaper believes that it would be advisable to have exhibitor opinion reflected in the code itself.

Snaper said here yesterday that he believed that the Production Code was necessary but that it should be re-examined from time to time and should be realistic at all times. The

(*Continued on page* 4)

Code Notes Between Johnston, Herbert

HOLLYWOOD, Jan. 7.—In his capacity as president of the Screen Writers Guild, F. Hugh Herbert today released the text of a letter sent by him to Eric Johnston, president of the Motion Picture Association of America, in regard to the status of the Production Code. The text follows:

"During the past year there has

(*Continued on page* 4)

Jaffe and Lazarus To Vice-President Posts at Columbia

The elections of Leo Jaffe as a vice-president of Columbia Pictures and of Paul N. Lazarus, Jr., as vice-president in charge of advertising and publicity were disclosed here yesterday following a meeting of the board of directors. At the same meeting all other officers were reelected, as follows:

President, Harry Cohn; executive vice-president, Jack Cohn; vice-president and treasurer, A. Schneider; vice-presidents, A. Montague, N. B. Spingold, B. B. Kahane, Joseph A. McConville, Louis Barbano and Jerry Wald; secretary, Charles Schwartz; assistant treasurer and assistant secretary, Mortimer Wormser; assistant

(*Continued on page* 4)

20th-Fox Prepares Prints for Tests

Single-track prints of "The Robe" will be available for the projected Ohio tests between Jan. 15 and the end of the month.

Work on the monoral sound system, as contrasted to the stereophonic sound process on current prints of "The Robe," is progressing at 20th-Fox coast studios, it was stated. In the meantime, a company spokesman

(*Continued on page* 3)

Research Essential, Agency Executives Tell AMPA Class

The importance of research in motion picture advertising was stressed here last night by three advertising agency executives at a session of the Showmanship School of the Associated Motion Picture Advertisers, held in United Artists' screening room. Lige Brien, AMPA president, presided. The three speakers were executives of Cunningham & Walsh, advertising agency, which handles the Universal Pictures account.

Gerald Tasker, vice-president in charge of research for the agency, recommended that theatre managers

(*Continued on page* 4)

Finds Hall 'Scope Screen 'A Treat'

CinemaScope as seen yesterday at Radio City Music Hall is a treat, with the large screen offering M-G-M's first production in the medium, "Knights of the Round Table," one of its finest displays. The screen, measuring 70 feet wide and 28 feet high, is claimed to be the largest in the world.

The all-purpose Magniglow Astro-

(*Continued on page* 3)

Sparked by New Media

Fabian Sees '54 Outlook For Exhibition 'Great'

The outlook for exhibition in 1954 was called "great" in light of the multiplicity of media which will be offered by studios this year by Si H. Fabian, president of Stanley Warner.



Si H. Fabian

Fabian said that studios now recognize that the story must be fashioned for the medium. This recognition, he stated, will result in various media being used, referring to wide-screen, CinemaScope, 3-D and conventional films. Although exhibitors may find it expensive and troublesome to gear their theatres for the various media, he added, it is great for business, offering theatres an opportunity to stimulate the public and increase attendance.

The Stanley Warner president based his observations on conditions at the studios on his recent visit to the Coast in connection with the opening of a Cinerama theatre in San Francisco. He said studios now have a course to follow, unlike the confusing period last spring and summer when only 20th Century-Fox had a CinemaScope policy. Producers now, he explained, are going to continue to look at properties with an eye on many media, selecting the best one. Although no one knows at this time which medium will "hit the pot of gold," there are definite goals in the minds of producers unlike the previous period of confusion, he said.

In Congress

Expect House Will Turn to Tax Bill in Feb.

May Be Part of A New General Excise Measure

WASHINGTON, Jan. 7.—Middle or late February is the likeliest time for the House Ways and Means Committee to turn its attention to deciding what to do this year about the admission tax and other excises.

That is the best prediction of committee members and Capitol tax observers. They think the committee will take a month or more working on the technical tax revision bill which it will take up next week. On the other hand, the committee must do something about excises slated to drop on April 1, and this must be done sufficiently in advance of April 1 to permit both House and Senate to act by that time.

Observers think it unlikely that the

(*Continued on page* 3)

'Ike's' Message to Congress Did Not Mention 20% Tax

WASHINGTON, Jan. 7.—Citing the government's "present need for revenue," President Eisenhower today asked Congress to continue the 52 per cent corporate tax rate, instead of permitting it to drop to 47 per cent on April 1, as scheduled, and also to cancel a scheduled April 1 reduction in certain excise tax rates.

The president's "State-of-the-Union" message to Congress, made no mention of the 20 per cent admission tax or any excises besides those presently

(*Continued on page* 3)

See No Quick Move For Tax Repeal

A warning against any expectation of action on the admission tax repeal before late February or early March was issued yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the Council of Motion Picture Organization's national tax repeal committee, to all COMPO state and Congressional district committee mem-

(*Continued on page* 3)

Personal Mention

ROBERT COYNE, special counsel of COMPO, has returned to New York from Washington.

•

JOHN P. BYRNE, M-G-M Eastern sales manager and captain of the "30th Anniversary Jubilee Campaign," will leave here Sunday for a tour of 13 cities.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, will return to New York today from Washington.

•

FRANK O'BRIEN, of the M-G-M special service department, is the father of a boy born Wednesday to MRS. O'BRIEN at Lying-In Hospital.

•

WILLIAM B. ZOELLNER, M-G-M short subject and newsreel sales manager, left Atlanta yesterday for New Orleans.

•

LOUIS LOBER, general manager of the United Artists foreign department, returned to New York yesterday from a tour of the Far East and Europe.

•

JUSTIN HERMAN and ED FAY, Paramount Pictures short subject producers, left New York yesterday by plane for Dallas.

•

LOUIS NOVINS, assistant to BARNEY BALABAN, president of Paramount, has arrived in Hollywood from New York.

•

JOHN M. LOUTREL, production manager for European films, has arrived at the Paramount studio in Hollywood.

•

HOWARD SCHAD, former manager of the Martin Theatre, Brewton, Ala., has been named postmaster of that community.

•

RAY SCHMERTZ, city sales manager in Cleveland for 20th Century-Fox, has returned there with his family from Florida.

•

SIDNEY JUSTIN, Paramount Pictures studio attorney, is en route to the Coast from New York.

•

B. G. KRANZE, United Artists general sales manager, left here yesterday for Florida.

•

JESSE CHINNICK, of Walt Disney's Buena Vista Distributing Co., will leave here today for the Coast.

•

MILTON LEVINS, Warner Brothers office manager in Albany, N. Y., and his bride are honeymooning in Miami.

•

ROY DISNEY will leave here today for Nassau, in the Bahamas.

Samuel Kerner Dead

HOLLYWOOD, Jan. 7. — Samuel Kerner, 39, personal agent of many stars of the screen, as well as of the theatre and television, died here following a heart attack at the wheel of his automobile. He is survived by his widow.

Carnegie, Keeter, Cooper Win Drive

The first six-week lap of United Artists' 35th anniversary sales drive honoring Arthur B. Krim, president, has ended with the Los Angeles, Charlotte and New Haven exchanges winning first-prize money in their respective groups, it was jointly announced yesterday by drive co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

Managers taking top honors are Richard Carnegie, Los Angeles; Harold Keeter, Charlotte, and Sidney Cooper, New Haven. The drive will continue in two additional six-week laps, followed by an eight-week stretch concluding May 15.

Second-place cash awards go to Joseph Sugar's New York branch, A. J. Sullivan's Seattle exchange and the St. John branch, headed by I. J. Davis. The Atlanta, New Orleans and Salt Lake City branches, managed, respectively, by B. Adams, Alex Maillho and W. W. McKendrick, earned the prize money for third spot.

Will Film Gen. Clark For 'Fire' Openings

HOLLYWOOD, Jan. 7. — Gen. Mark W. Clark, former Commander-in-Chief of the United Nations Command in the Far East, has accepted the invitation of Hal Wallis to appear in a brief film about "Cease Fire!". The film will be shown at forthcoming openings of the Wallis-Paramount Korean War drama, starting Wednesday at seven theatres in Los Angeles, to be followed two days later at theatres in Boston and Philadelphia.

General Clark will appear personally at the opening of the picture at the Pickwick Theatre, Los Angeles, on Tuesday.

'Greatest Love' Bows In 81 Houses Monday

"The Greatest Love," an IFE release, starring Ingrid Bergman and directed by Roberto Rossellini will open simultaneous premiere engagements Monday in 81 theatres in the Metropolitan area, including the RKO houses in Manhattan, Bronx, Westchester, Brooklyn and Queens, as well as key theatres of the Brandt, Century, Fabian, J. & J., Loew's, Randforce, Skouras and AB-PT theatre circuits and leading independents. The multiple premiere also will extend through Staten Island, and Nassau and Suffolk counties on Long Island.

U. S. to Participate In Argentine Fete

The Motion Picture Export Association yesterday voted to participate in the Argentine film festival, slated for March.

The meeting was also devoted to preliminary talks on the division of permits under the new French agreement, in addition to a discussion on technical details concerning the Spanish pact.

Paramount News Now In 1.66 to 1 Ratio

The first two issues of Paramount News in 1.66 to 1 ratio are now in distribution and theatres are projecting the reels both in the conventional and wide-screen versions. The ratio can be increased up to 1.75 to 1, if desired.

The first issue consists a review of the news highlights of the past year. The second issue covers all of the Bowl football games on New Year's Day.

Nathanson Acquires Assoc. Screen News

TORONTO, Jan. 7. — Following official confirmation that Paul L. Nathanson and Toronto associates have purchased control of Associated Screen News, Ltd., with a head office in Montreal, a statement has been released by the company which indicates that operations will be geared for the production of television films in addition to theatre product. No details were announced regarding any personnel changes.

Johnston, at MPIC, Lauds Europe's Aid

HOLLYWOOD, Jan. 7.—Reiterating his opinion voiced at a press conference here Wednesday, Eric A. Johnston, president of the Motion Picture Association of America, today told members of the Motion Picture Industry Council that film industry unemployment is a world-wide condition and that of each wage dollar earned in Hollywood, 40 cents accrues from business done abroad by American film interests.

Speaking extemporaneously, Johnston stated that production overseas by American companies is the means by which such companies convert blocked funds and frozen assets to useful and, from an American standpoint, profitable purposes.

Johnston appeared before the MPIC in response to an invitation tendered by Arthur Freed, MPIC president, at the suggestion of Carey Wilson, chairman of the committee on overseas production.

Stage Hands Settle; Cleveland Strike Off

CLEVELAND, Jan. 7. — A strike in downtown and neighborhood theatres here has been averted by a last-minute agreement to demands of stage hands for a three-year contract providing for a work week of six days with pay for seven days, this condition to be achieved in progressive steps. The pact calls for seven days off during the first year, 34 days in the second year and 52 in the third. Substitute men for off days will receive the same daily rate of pay as a regular. About 50 stage hands are affected.

A strike of stage hands would have included projectionists, as all belong to the same AFL union.

Anti-Trust Violation Alleged in Operation of Cal. Telemeter

HOLLYWOOD, Jan. 7.—Investigation by the Department of Justice to determine whether the anti-trust laws are being violated in connection with the Telemeter operation in Palm Springs is asked in a letter sent to anti-trust division head, Stanley N. Barnes, by attorney Herbert S. Nusbaum on behalf of Ben Bronstein, who operates a drive-in in that city. The letter states Bronstein has been told by Paramount, which owns a half interest in Telemeter, that he must permit Telemeter the use of Paramount Pictures simultaneously with their run at his drive-in, or before, as a condition to his obtaining the product.

The letter cites Bronstein as contending that Paramount, in view of the arrangement with the Palm Springs exhibitor, Earl Strebe, by which pictures running at his theatre are telemetered to paying television receivers in the community, is engaging in exhibition as well as in production and distribution and, thus, is violating a regulation set down by the Government in the Paramount case.

Canadian Industry Communion Jan. 31

TORONTO, Jan. 7. — The third annual Communion Breakfast of the Canadian film industry has been arranged for Jan. 31 at the King Edward Hotel here, following mass at St. Michael's Cathedral. Co-chairmen for the breakfast are John J. Fitzgibbons, Jr., and Clare J. Appel of the Canadian MPDA.

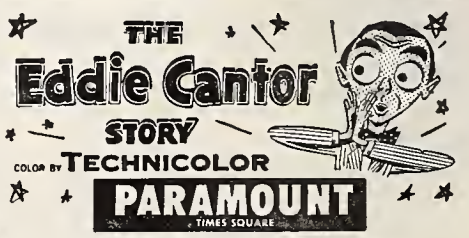
'Journal-American' Stars Contest Sun.

The second "'Journal-American' Annual Movie Contest" will open on Sunday. In the contest, readers compete for $1,000 in prizes for selecting the outstanding films and players of 1953. To win, they must match the selections made by Rose Pelswick, motion picture critic of the paper.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION



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Eisenhower

(*Continued from page* 1)

slated for reduction on April 1. But Eisenhower's emphasis on the Treasury's need for revenue, plus the decision to ask for cancellation of all of the scheduled April 1 tax reductions, indicated strongly that the Administration will oppose complete elimination of the admission tax and will—at best—go along with a reduction of the 20 per cent levy.

The President promised detailed tax recommendations later in the month, most likely in the Presidential budget message now slated for Jan. 21.

Today's message pledged Administration cooperation in enacting a comprehensive technical tax revision bill. The House Ways and Means committee starts work on this bill next week. As an example of the provisions to be included in this bill, the President cited "liberalized tax treatment of depreciation, research and development expenses and retained earnings."

Silent on Social Security

No mention was made in today's message of the Social Security tax rate, which went from 1½ per cent to 2 per cent on Jan. 1. It was long assumed that the Administration would ask that this rate be returned to 1½ per cent, but lately there has been a question as to whether the Administration might not forget about seeking a return to the old rate. However, later in the day, Oveta Hobby, Secretary of Health Education and Welfare, said the Administration would not ask Congress to put the social security rate back to 1½ per cent.

The President promised to submit his Taft-Hartley recommendations next Monday. He said the Administration would seek to bring more workers under the Federal unemployment compensation program, and indicated that some extended coverage would be sought for the Federal Minimum Wage Law; he did not go into detail, however. He also promised that the Administration would seek to expand coverage and increase benefits under the Federal social security program.

No Quick Action

(*Continued from page* 1)

bers. "We have been in close touch almost daily with our friends in Congress," McGee said, "and we are advised that there probably will be no action on excise taxes until late February or early March. This is if everything goes according to present Congressional expectations. Since, however, this session is likely to be highly controversial, there is always a possibility of even further delay.

"Accordingly, don't lose heart if weeks pass and nothing is done about the admission tax. Please bear in mind that we are watching the situation closely and that we shall always be doing everything possible to expedite matters."

Drive-in Hearing Jan. 11

NASHVILLE, Jan. 7.—A hearing has been scheduled here for Monday in District Court on a petition by Crescent Amusement Co. for permission to asquire a drive-in theatre outside the city. The Crescent consent decree requires court approval for new theatre acquisitions.

Tax Bill

(*Continued from page* 1)

committee will act on the April 1 excises without acting on other excises at the same time. Hence the middle or late February prediction.

It is believed most unlikely that the committee will move a separate bill on the admission tax, as it did last year. Instead, it is thought, the committee will want to include whatever it decides to do about the admission tax in a general excise bill.

Finally, it is believed unlikely that the committee will have public hearings this year on the admission tax or on any of the excise taxes covered in general excise hearings last July and August. The most that is considered likely in the way of hearings is some testimony on the excises slated to drop April 1, on liquor, tobacco, gas and autos. However, it is quite likely that the committee would be willing for the film industry to submit material in writing to bring the record up to date on recent box-office trends and other new developments. One film industry official who has been following tax matters closely said he agreed that further hearings would be "waste motion both for the committee and for us." He said the industry could easily file supplementary memoranda and "not put them to the trouble of hearing us again."

Rep. Mason (R., Ill.), whose bill to exempt motion picture theatres from the admission tax was passed by Congress last year only to run into a Presidential veto, introduced an identical bill again yesterday as Congress opened its new session. Mason also introduced a bill repealing all existing excises other than those on liquor and tobacco and substituting instead a five per cent manufacturers excise tax. This would free admissions from a tax and would reduce substantially the present manufacturers' excise tax on film and photographic equipment, which now stands at 20 per cent.

20th-Fox Prepares

(*Continued from page* 1)

said that no word has been received from either Allied States or the Theatre Owners of America on proposed yardsticks for the tests. At a meeting three weeks ago, Allied and TOA were asked by 20th-Fox to propose box-office yardsticks for the tests.

Further comment on the proposed experiment with and without stereophonic sound is expected with the return here today from the Coast of Spyros P. Skouras, 20th-Fox president. Prints of the monoral system, the process to which current prints of "The Robe" are being converted, require a penthouse re-recorder and the same sprocket adjustments as for stereophonic sound, it was stated. The sound in the single-track film, it was said, is magnetic rather than optical, the latter process in current use on conventional films.

Test engagements are slated for the Star Theatre, Upper Sandusky, O.; the Wellman, Girard, O., and the St. Paul at Dayton.

Big Take for 'Everest'

"The Conquest of Everest," now in its fifth week at the Fine Arts Theatre here, is reported by the management to have grossed over $16,000 for the first five days of the fourth week.

$20,452,000 Is Seen From Canadian Tax

OTTAWA, Jan. 7.—The Canadian government estimates that revenues of provincial governments from admission taxes for the fiscal year ending on March 31, 1954 will be $20,452,000.

Such taxes will include estimated revenues of $9,525,000 in Ontario, $3,865,000 in Quebec, $3,400,000 in British Columbia, $1,165,000 in Alberta, $1,100,000 in Manitoba, $672,000 in Nova Scotia, $325,000 in New Brunswick, $250,000 in Newfoundland, $100,000 in Prince Edward Island, and $50,000 in Saskatchewan.

Silvertone, Turnbull At Hoyts Convention

Murray Silverstone, president of 20th Century-Fox's International Corp., and Ernest Turnbull, head of Hoyts Theatres, will preside at the annual sales convention of the Australian theatre circuit in Sydney, Jan. 14-15.

Currently on the last portion of his global trip, expediting the foreign introduction of CinemaScope in key city premieres of "The Robe," Silverstone will also meet with government officials during his stay in Australia. From Sydney, he will go to Wellington, Auckland, Honolulu, and Los Angeles before returning to his headquarters in New York late this month.

Hall 'Scope

(*Continued from page* 1)

Lite screen, recently installed, evidenced no lines, neither from the sides of the orchestra, close to the stage, nor in the balcony. The Hall did not curve its screen for the CinemaScope presentation, believing it got the maximum in clarity and brightness without the curvature. Another factor weighing in the Hall decision is the desire to "fly" the screen for its stage show presentation.

The screen, which is a permanent installation, incidentally, was found to offer its greatest feeling of panoramic vision from the orchestra section of the theatre. Due to the hugeness of the house, the screen, as viewed from the balcony, was dwarfed somewhat, although offering the same panoramic sweep.

Business for the opening day was excellent, with a very big $24,500 estimated. The stereophonic sound, too was quite impressive.

M. H.

New Chromatic Plant For Color TV Tubes

Chromatic Television Laboratories has stepped up its output of 21-inch and 24-inch color television tubes with the addition of new grid-producing facilities at Emery, Cal. The grids will be made for use in the large-screen Lawrence color TV tube, a single-gun cathode ray tube now being licensed by CTL for manufacture in both the 21-inch and 24-inch rectangular tube sizes.

WARNER BROS. TRADE SHOWS JAN. 13.

"THE BOY FROM OKLAHOMA"

Starring

WILL ROGERS, JR. • NANCY OLSON

With LON CHANEY • ANTHONY CARUSO • WALLACE FORD
MERV GRIFFIN • SLIM PICKENS
Screen play by
FRANK DAVIS and WINSTON MILLER
From a SAT. EVE. POST
STORY by MICHAEL FESSIER • Music by Max Steiner • DAVID WEISBART
Directed by MICHAEL CURTIZ

COLOR BY WARNERCOLOR

Produced by

ALBANY
Warner Screening Room
110 N. Peorl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:00 P.M.

BUFFALO
Motion Picture Operators Sc. Rm.
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
20th Century-Fox Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2.00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearny St. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1.00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10.30 P.M.

ST. LOUIS
Sfenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

S. W. G.

(Continued from page 1)

been considerable controversy regarding the Code and its adminstration. Since all matters pertaining to the Code or to any form of censorship are a natural concern of the Guild, I am writing to offer you a suggestion. Lest there be any misunderstanding, let me make it clear at the outset that I am addressing you in my capacity as president of the SWG and not as an interested, but passive, participant in the current controversy as author-producer of 'The Moon Is Blue.' My experience in this connection has given me considerable and valuable knowledge of the issues at stake, but it is in no sense the motivation for this letter.

"There are rumors current that revisions in the Code are being contemplated. If this be true, the Guild, whose members write the material which will have to conform to this revised Code, offers its services to you in drafting such a revised Code. I will be delighted to appoint a committee for this specific purpose, and I am confident that such committee could be very helpful to you. Furthermore, in view of my dual role whereby I have been personally affected by the denial of a seal to my picture under the Code, I will undertake not to serve on such committee.

"In conclusion, let me add as a footnote that personally I am not in favor of abolishing the Code or of circumventing it or of ignoring it. However, no instrument drawn by mortal man is perfect. The Constitution has already required 22 amendments to adapt itself to changing conditions. I believe the present Code to be considerably less perfect than the original Constitution."

Johnston Replies

Johnston's reply to Herbert, text of which was released today, stated:

"I appreciate the interest of the Screen Writers Guild in writing to me about the Code.

"As you are doubtless aware, the board of directors of the MPAA has the responsibility for the Code and any changes to the Code would, therefore, have to be passed upon by the board.

"If the Guild should have in mind any proposals to amend the Code, I'd like to suggest that you send them to me in writing. They would, of course, receive our careful attention whenever the board should be considering changes in the Code."

Code Changes

(Continued from page 1)

Allied president said it was not his or his organization's intention to inject themselves into any code controversy or to offer advice gratuitously, but that exhibition should be represented in conclusions on the code, directly or indirectly, because exhibitors are the ultimate judges.

The code belongs to the producers, Snaper said, and they rightfully may recent any interference on the part of exhibitors in re-shaping it, just as "we would object to having producers project themselves into Allied affairs." However, Snaper indicated that exhibition might be helpful in making certain changes if and when changes are contemplated.

Snaper said that the code situation would be discussed at Allied's annual board meeting in Cincinnati on Feb. 5-6.

Censorship Case

(Continued from page 1)

the "M" argument yesterday, it was waived. The court took both cases under advisement, with decisions not expected for many weeks.

Arguing for the New York State Board of Regents today, attorney Charles A. Brind, Jr., told the court that "the term 'immoral' cannot be said to be ambiguous."

"If anyone in the United States doesn't know what immoral means," Brind said, "I would be very much surprised."

"You mean," Frankfurter queried, "anyone can say what the term immoral means to him."

Brind insisted that there was "general common agreement" on the meaning of "immoral" and cited the dismissal of teachers in New York State for "immorality."

"I haven't a doubt in the world as to what is meant there," he declared.

Justice Jackson said he wasn't "so sure about that" and pointed out that in some places smoking or dancing would be considered immoral.

In reply to a question from Warren, Brind explained that the Board of Regents concludes that a picture is immoral when it "shows immorality for the purpose of showing immorality." When Warren asked if this was in the state censorship statute, Brind replied that it was not.

"There isn't a statute anywhere that explains what the term immoral means," Brind went on. "You have to leave the determination to some kind of jury or group of people with a reasonable degree of conscience."

Arguing for Commercial Pictures Corp., distributors of "La Ronde," Florence Perlow Shientag declared that the New York Regents were "most inconsistent in their application of the statute and had to be so because of the indefiniteness of the term used in the statute."

In response to Justice Douglas, she suggested "obscene" as a more definite word than "immoral." She said, however, that she didn't think any censorship "was acceptable" and thought that "punishment after the event" was a better way of handling the problem.

"The very ephemeral nature of the term 'immoral' is demonstrated," Mrs. Shientag said, "by the fact that the judges of the New York Appellate Court were unable to agree on the exact nature of the 'immorality' of 'La Ronde'."

Mrs. Shientag also argued that motion pictures should receive the same protection from censorship granted other communications media, even though there might be slight differences between the film medium and the others.

Jersey City 'Moon' Case Hearing Today

A hearing on the renewed Jersey City "Moon Is Blue" case in Magistrate's Court there will be held today. The previous scheduled hearing was called off yesterday.

Meanwhile, attorneys for the Stanley Theatre and United Artists are seeking an injunction in New Jersey Superior Court to prevent the banning of the picture in Jersey City. Preliminary hearings on the injunction were held yesterday. The city began proceedings in Magistrate's Court when the film was re-scheduled and exhibited on Tuesday following the failure of the Hudson County grand jury to indict theatre manager Arthur Manfredonia for exhibiting what was alleged to be an "obscene" film according to state statutes. When the picture was re-scheduled, the city stepped in with charges that it violated a Jersey City ordinance against "obscene and immoral literature, film and other material."

Extras Guild, AMPP Agree on 5% Raise

HOLLYWOOD, Jan. 7.—A five-per cent increase in the daily wage scales of screen extras is provided for in a new contract signed by the Screen Extras Guild and the Association of Motion Picture Producers. Additionally, the automobile allowance for players has been increased from $7.50 to $10 and there has been provided a special business adjustment from $6.75 to $7.08.

The new salary scale is now in effect and will continue until Jan. 2, 1958. Either party to the contract, if desired, can reopen negotiations on Jan. 2, 1956.

Memphis Again Bars 'Sadie Thompson'

MEMPHIS, Jan. 7.—A supposedly toned-down version of the dance sequence in Columbia's "Miss Sadie Thompson" failed to win the approval of the Memphis and Shelby county board of censors. The board, four of whose members viewed the picture, again voted to ban it entirely.

Meanwhile, M. A. Lightman, president of Malco Theatres, disclosed that the film will be shown simultaneously in the circuit's Avon and Sunset Drive-in at West Memphis starting Friday, Jan. 15. H. B. Price, new mayor of the town, readily approved showing the picture there for an indefinite engagement.

A spokesman for Columbia Pictures declined comment here yesterday on the report that the Memphis censor board had again rejected "Miss Sadie Thompson" for exhibition there.

Jersey Grand Jury Slates 'Moon' Case

A hearing on the "Moon Is Blue" case in Elizabeth, N. J., is expected to be held next week before the Union County grand jury.

The city's prosecutor will seek an indictment against manager Clement P. Murphy of the Ritz Theatre, a Stanley Warner house, on the alleged violation of the state law against the exhibition of questionable pictures.

Columbia Ups Gaskill

PHILADELPHIA, Jan. 7.—Norman Gaskill, Columbia Pictures booker here, has been promoted to the post of office manager, replacing Harvey Schwartz.

AMPA

(Continued from page 1)

use "panels" to aid them in their programming, similar to the panels used by the agency to test the early days of "Suspense" on television. Several hundred persons were asked to watch the show and report their reactions. Tasker said that theatre managers would find their audiences willing to cooperate. The studies, he said, could be made by mail or by handing questionnaires to patrons as they leave the theatre. The results from a panel study, he said, would provide a much more authentic picture of audience reaction than the advice of a few personal friends or the "squawks of a few cranks."

Anthony Chevine of the same agency gave an illustrated talk on creative advertising as a result of research, pointing out the necessity of probing to find out how much influence certain types of advertising have on public acceptance of a product.

John S. Williams, vice-president of Cunningham & Walsh, pointed out that research has frequently upset some long established copy and art traditions in the advertising of many different types of goods, with resulting fresh approaches that have paid off. Williams said that the agency has had the Universal account for six months and "in that time we have done some fresh creative thinking they seemed to like," adding that "we have done some research and are planning to do much more and on a much larger scale."

Jaffe, Lazarus

(Continued from page 1)

secretary, Duncan Cassell; controller, Arthur Levy; assistant controllers, Hervey Shaw, Bernard Birnbaum, Milton Klein and Leonard Ernst.

Jaffe graduated from New York University in 1930, at which time he joined Columbia. In 1945 he was elevated to assistant treasurer, the post he held until his election to a vice-presidency. He is also a vice-president of Columbia Pictures International, the company's foreign subsidiary.

Lazarus received his education at Cornell University and joined the advertising and publicity department of Warner Brothers after graduation in 1933. In 1942 he became an account executive with the Buchanan agency and the next year moved to United Artists as director of advertising and publicity. He was named assistant to the president of U. A. in 1946 and continued in that post until he joined Columbia in 1950 as New York studio representative, specializing in advertising and publicity.

Spingold, who has headed the advertising-publicity department, is retiring to a semi-active status upon the completion of his contract in March.

McShea Heads RKO Branch Operations

William J. McShea has been promoted to the position of branch operations manager of RKO Radio, succeeding the late Aage Schubart, who died last month.

McShea had been assistant branch operations manager since 1937. He entered the industry in 1927 as home office representative for Pathe, a position he held for 10 years.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

SELENIUM RECTIFIERS with a capacity range of 70 to 135 amperes have been added to the line of the Strong Electric Corp., Toledo. Unit construction permits easy removal for inspection of any of the various parts, with the transformer, switch and fan forming the top assembly and the rectifier elements a separate unit in the base. The rectifiers are built in single-lamp units and in three sizes adjustable from 70 to 90 amperes, 90 to 110 amperes and 110 to 135 amperes.

•

"Adjust-a-Curve" is the name of a new wide-screen frame of steel marketed by First American Products, Inc., Kansas City. As the name indicates, the frame is adjustable, with four bars each at the bottom and top permitting selection of the desired curvature setting, which can be changed as desired after installation. Rear support members can be anchored in a choice of positions to provide tilt to any angle. The company also reports that it will design frames for special requirements to individual order.

•

The Ampex Corp., Redwood City, Calif., has just issued a 12-page, illustrated booklet describing its stereophonic sound equipment "packages." Trade-named the "Ampex Multi-Directional Sound," the equipment is furnished in three basic system packages and with five different power ratings for various sizes of theatres.

•

Newly designed waste receptacles made in a variety of models to meet different needs have been announced by the Atlas Products Co., Chicago, and are being distributed by Norpat Sales, Inc., New York. Available in green and white colors, the units are made of heavy gauge steel with all-welded construction. They have rounded corners for additional strength and rust-resistant, chrome-plated feet. The individual doors operate simultaneously, and the cover swings back on a chain for easy removal of the contents.

•

H. R. Mitchell & Co., Hartselle, Ala., reports it recently made a number of installations of its adjustable "Bowline" screen frame for wide-screen projection. The theatres include the following: the McCombs, Mt. Clemens, Mich.; Haven, Brookhaven, Miss.; Oriental, Indianapolis; Loew's New Rochelle, New Rochelle, N. Y.; Tooga, Summerville, Ga.; Coranado, Rockford, Ill.; Polk, Columbia, Tenn., and the San Benito at San Benito, Tex.

'Scope in FPC Houses

TORONTO, Jan. 7.—Two more Ontario theatres of Famous Players Canadian now are equipped for CinemaScope. The Capital at St. Catherines, and the Tivoli in Hamilton, both are showing "The Robe."

Review

"Saadia"

(Metro-Goldwyn-Mayer)

ALBERT LEWIN, the producer-writer-director who was responsible for the handsome production "Pandora and the Flying Dutchman," took his cameras and crew to North Africa for "Saadia." And he has come up with an exotic tale filled with romance and superstition. Like its predecessor, which was made in Spain, "Saadia" is a rare, beautiful film which catches the spirit of its locale in a series of arresting scenes in color by Technicolor. However, its narrative is an uneven mixture of melodrama and poetic romance, hardly off-beat enough for the "art" theatres or simple enough for the action fans who like their desert dramas cut on more predictable lines.

Starring are Cornel Wilde, reigning prince in a small Moroccan state; Mel Ferrer, a French doctor, and Rita Gam, in the title role, that of a strange Arab girl, wild and full of elemental passions whose life has been dominated by the local sorceress. This witch, a vengeful outcast in the Arab community, has convinced the girl she has the "evil eye" and that she brings disaster to all who love her.

It isn't till Ferrer comes along that the girl questions her fate. He takes her to his clinic and in the process of rehabilitating her, falls in love with her, as does his best friend, Wilde. When a plague falls on the community, Saadia is convinced she is responsible. In a particularly exciting episode, she rides alone into the mountain country and single-handedly retrieves plague serum which is held for ransom by bandits. Thereafter, the love triangle dominates the action, and is happily resolved when the witch's spell finally is broken and Saadia is married by the prince.

Director Lewin seems to have the edge on author Lewin, who adapted the screen play from a novel by Francis D'Autheville. The story is full of hints of mysteries never fully revealed or finally resolved. Nevertheless, it is played with honesty by the stars, especially Miss Gam, who succeeds in looking delectable even under quantities of Arabian shirts, blouses and pantaloons.

The supporting players also give quality to their roles. Standout feature of the film, however, is the photography of Christopher Chalis and the color by Technicolor. In between its sporadic bursts of action, "Saadia" is a meandering idyll, touched with more beauty than excitement.

Others in the cast are Michel Simon, Cyril Cusack, Wanda Rotha, Marcel Poncin, Anthony Marlowe, Helene Vallier, Mahioub Ben Brahim, Jacques Dufilho, Bernard Farrel, Richard Johnson, Peter Copley, Marne Maitland, Edward Leslie, Harold Kasket, Peter Bull and Abdallah Mennebhi.

Running time, 82 minutes. General audience classification. For February release.

Arthur Heads S. Cal. Exhibitors Board

LOS ANGELES, Jan. 7.—Harry C. Arthur, Jr., has assumed the board chairmanship of the Southern California Theatre Owners Association, succeeding Gus A. Metzger, chairman since the organization's formation in 1944.

As his first action, Arthur, who is president of Fanchon & Marco, Inc., issued a long statement criticizing the trend toward increased admission prices, saying in part, "Our Association will campaign for status-quo prices throughout the country during the year. Not only will we fight against 'special engagement' and so-called 'roadshow' admission prices; we will do everything in our power to keep theatre prices, at most, at their present levels, or possibly to cause them to be lowered."

Parkway Anti-trust Case Is Settled

A settlement before trial was reached here this week in the $450,000 anti-trust case filed by the Parkway Theatre Co., operating the Parkway Theatre in Spring Valley, N. Y. The defendants were RKO Radio, 20th Century-Fox, Paramount, Warner Brothers and Universal and the Spring Valley Theatre Corp.

The plaintiff charged that it had opened the theatre in June, 1946, and was forced to close it in August of the same year because of inability to get product on any run. The theatre now is a synagogue.

Terms of the settlement were not revealed.

SIMPP Concerned Over French Pact

The Society of Independent Motion Picture Producers is "gravely concerned" over the implications in the so-called subsidy provisions of the proposed French film pact which has been worked out by the Motion Picture Export Association, Ellis Arnall, SIMPP president, said here. Under its provisions, U. S. companies would set aside $400,000 annually which go to French producers for the promotion of their own pictures.

Arnall said that the foreign market generally and the French pact in particular were discussed here at a luncheon-meeting of the sales managers committee of the SIMPP. Attending the meeting were James Mulvey, Manny Reiner, Leo Samuels, Ned Clark, Roy Disney, Irving Lesser, Edward Peskay, Seymour Poe and George Schaefer.

Arnall later conferred on foreign problems with Ralph Hetzel, vice-president of the Motion Picture Association of America, and Griffith Johnson, vice-president of the MPEA.

Industry Leaders at Boy Scout Rally

Led by Charles Boasberg, Spyros S. Skouras and Arthur Klein, general co-chairmen of the amusements division, 40 company and group chairmen and campaign workers for the Greater New York Boy Scouts finance drive joined more than 1,000 others at the traditional Dawn Patrol breakfast at the Waldorf Astoria Hotel here Wednesday.

The event was the "kick-off" for the drive for $857,300.

Nat Holt, Paramount End Releasing Pact After Three Years

HOLLYWOOD, Jan. 7.—Nat Holt, whose company has produced nine pictures during the past three years for Paramount release, has consummated an amicable agreement with the studio whereby the last two pictures under the agreement will not be produced for distribution by Paramount. He leaves the studio in the near future.

Holt said he felt that he would like to develop production plans along other lines and that "it will give me a greater opportunity to study more carefully the present trends in our business."

Company Lauds His Record

Paramount is said to have "reluctantly agreed to the cancellation inasmuch as Holt's record as a producer for the company has been consistently good." According to the studio, his pictures have been a definite asset to the program and all have made money.

Final papers of the settlement were handled by Holt's partner, William B. Jaffe, in New York.

'Caesar' Tops Poll Of Women's Group

M-G-M's "Julius Caesar" topped the best 10 Hollywood pictures list for 1953, while James Mason for his performance in the same picture won the best acting honor in the poll of the General Federation of Women's Clubs. Leslie Caron for her performance in "Lili" was named as the best actress.

The poll, conducted among members of the editorial committee of the Federation, which represents a membership of over 11,000,000, found "The Little World of Don Camillo" as the best foreign picture of the year.

The other nine pictures, in order of their selections, follow: "From Here to Eternity," "The Robe," "Lili," "How to Marry A Millionaire," "Stalag 17," "Gilbert and Sullivan," "The Little Fugitive," "The Beggar's Opera," and "Crash of Silence." "The Living Desert" won special mention in the documentary class.

Fred Zinnemann was listed as best director for "From Here to Eternity," Mandy Miller won honors as the best child actress, while Richie Andrusco topped the list as the best child actor, and Frank Sinatra and Gabrielle Dorziat won plaudits for best supporting roles.

To Stress Legislation At N.J. Allied Meet

A full agenda with emphasis on legislation will face the annual membership meeting of Allied Theatre Owners of New Jersey at the Stacy Trent Hotel in Trenton on Jan. 18. Members are being asked by president Wilbur Snaper to invite their respective legislators to the luncheon which will be held in connection with the all-day meeting. The question of Bingo will be a highlight of the legislative discussions.

Other topics on the program are product shortages, extended runs, scarcity of releases, "squeeze" on prices, CinemaScope and new media equipment. Representatives to national Allied's board meeting will be given their instructions by the New Jersey unit at the Jan. 18 session.

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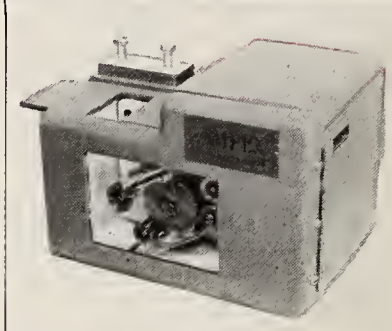
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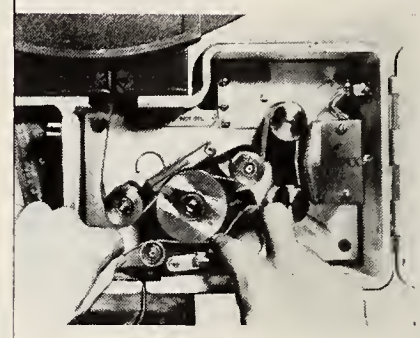
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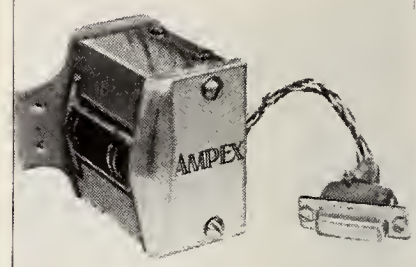
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Philanthropists

$50,000,000 To Charities By Variety

Clubs Have $22-Million Property Investment

HOUSTON, Jan. 10.—The various tents of Variety Clubs International have spent more than $50,000,000 to take care of underprivileged children,



R. J. O'Donnell

Robert J. O'Donnell, ring-master of the clubs and vice-president and general manager of the Texas Interstate circuit, revealed here last night at the presentation of the Heart Award to Tent No. 34 of Houston.

In presenting a comprehensive analysis of Variety Club's activities, O'Donnell disclosed that the tents

(*Continued on page 6*)

Exhibitors Will Get Questionnaire of U.S. Census Bureau

WASHINGTON, Jan. 10.—About the middle of this month the U. S. Census Bureau expects to send out to exhibitors the questionnaires being used to gather vital information about motion picture theatre business in 1953.

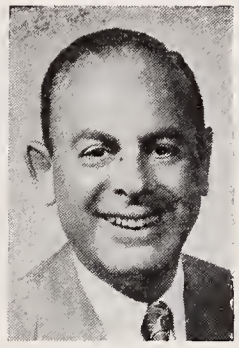
This will be the first government survey of film exhibition since the census taken in 1949 to cover 1948 business. Due to congressional appropriation cuts last year, the current survey will not be as all-inclusive as the 1949 survey.

Census Bureau officials said the current forms would go out to all firms operating 11 or more theatres and to a large, representative sampling of remaining exhibitors. The 1949

(*Continued on page 7*)

Schlanger Has A Plan to Combat Theatre Vandals

PHILADELPHIA, Jan. 10.—In a move to check teenage vandalism before it gets out of hand, Ted Schlanger, zone manager for Stanley Warner Theatres in Philadelphia, has sent to all of the zone's S-W managers a three-point plan to curb the evil.



Ted Schlanger

According to Schlanger, the solution lies with the individual manager and with the individual theatre. He said the first and most effective move would be to refuse admission to those teen-agers who have been either the ring leaders or the source of the trouble.

"Apparently there is nothing as con-

(*Continued on page 7*)

WB's 1st 'Scope Film Bows Here Friday

Warner Brothers' first CinemaScope production, "The Command," in WarnerColor and with stereophonic sound, will have its world premiere opening at the New York Paramount Theatre Friday evening at 6.00 P.M. at regular admission prices. The Times Square

(*Continued on page 6*)

PCA IN MOVE TO FINE RKO RADIO

Disney Planning Own TV Program

HOLLYWOOD, Jan. 10.—Walt Disney is preparing a network television program, possibly under the sponsorship of a national advertiser. The show, it is understood, will be designed to publicize and exploit all of the company's product as well as being a source of revenue to the organization.

The Disney company claims that it has no intention of selling any of its pictures outright for use on television.

Disney Productions Profit Increases

HOLLYWOOD, Jan. 10.—Consolidated net profit of Walt Disney Productions in the year ended Oct. 3, was $510,42[illegible], equal to 79 cents per share on the 652,840 common shares outstanding, company president Roy O. Disney disclosed in his annual report to shareholders. This compared with a profit of $451,809, or 69 cents a common share in the preceding year. Tax provision in the 1953 fiscal year amounted to $365,000, compared to a

(*Continued on page 6*)

$25,000 Penalty Involved In 'French Line' Case; Film May Be Revised

The Motion Picture Association has notified RKO Radio that because it licensed its production "French Line" for exhibition in the Fanchon & Marco Fox Theatre, St. Louis, without a Production Code seal, the distribution company will be held accountable under Association regulations which call for a $25,000 fine for violations by member companies of the Association.

Under the regulations, the $25,000 penalty imposed for distribution of a film without a P.C.A. seal may be appealed to the MPAA board by the company. RKO Radio has given no official indication yet whether or not it will carry an appeal to the board. A meeting of the MPAA board may be held late this week following the arrival here from the Coast on Wednesday of Eric Johnston, MPAA president.

It is also learned that RKO Radio intends to withdraw

(*Continued on page 6*)

Vital Items Facing Distributor Group On Early Agenda

Three important items are on the early 1954 agenda of the distributors committee of the Motion Picture Association of America, under its new chairman, Charles Boasberg, general sales manager of RKO Radio. The items are the proposal by the Theatre Owners of America for joint exhibition-distribution meetings, periodically, the plan to set up central shipping centers in key cities, and consideration of an industry arbitration system.

Walter Reade, Jr., TOA president, has sent a letter to the distributors committee asking for a meeting to discuss the proposed joint sessions. This letter was sent to the MPAA headquarters here and will be forwarded to Boasberg. Meanwhile, a three-man committee will start shortly on a study of the various ramifica-

(*Continued on page 7*)

Harder Than Last Year

Competition for Relief From Tax Faces Industry

By J. A. OTTEN

WASHINGTON, Jan. 10.—Talks with members of the House Ways and Means Committee make it clear that the motion picture industry's campaign for admission tax relief faces far more competition this year than last year from other industries also seeking excise relief.

Most committee members say they favor cuts this year in the excise field, but they also cite many excises which they want to see cut along with the admission tax.

Rep. Simpson (R., Pa.), a key committee member, says, for example, that he will probably support a move to reduce to 10 per cent all excises now levied at a higher rate. Other committee members say pressure for tax relief is mounting from phone companies, laundry equipment manufacturers, the fur and jewelry indus-

(*Continued on page 6*)

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Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., returned to New York at the weekend from Hollywood.

•

ROY M. BREWER, executive assistant to STEVE BRODY, Allied Artists president, will speak tomorrow at Pomona College, Claremont, Cal., on "The Current Problems of the American Labor Movement."

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Des Moines from New York.

•

EDWARD G. ROBINSON on Wednesday will speak at the Bridgeport Jewish Community testimonial dinner honoring Leo G. Federman, civic leader.

•

ERIC ERICSSON, manager of real estate operations for Paramount Film Distributing Corp., left New York yesterday for Atlanta.

•

LINDSLEY PARSONS, Allied Artists producer, is being treated for a virus infection at his San Fernando Valley home.

•

SYLVIA RASKIN, of the Theatre Owners of America office here, has announced her engagement to HERBERT BAER of Coatesville, Pa.

•

BLAIR RUSSELL, of the Russell Theatre, Millersburg, O., is the father of a son born to MRS. RUSSELL on New Year's Eve.

•

MEL FRANK and NORMAN PANAMA, Paramount Pictures producers, arrived here at the weekend from the Coast.

•

E. R. HOLTZ, head of the Grand Riviera Theatre Co., Detroit, has left there for the West Coast and Hawaii.

•

MORRIS ALDERMAN, former booker at the New Haven exchange of 20th Century-Fox, has moved to Florida.

•

JIM BIONDI, of the Universal-International exploitation staff, is in Hartford from New York.

•

MARJORIE THORSON, of the M-G-M studio story department, is in New York from Hollywood.

•

ELLIOTT FOREMAN, M-G-M local field representative, is in Boston from New York.

'Bigamist' Opening In California Feb. 10

HOLLYWOOD, Jan. 10. — Fox West Coast theatres will blanket-book Southern California, from Santa Barbara to San Diego, with Filmakers production of "The Bigamist," opening the picture in 25 theatres on Feb. 10th. An advertising campaign budgeted at $10,000 will be split between television and other media. The Los Angeles, Vogue, Rita, and Loyola theatres here will inaugurate the territory-wide opening.

Schenck Received $116,902 in '53

WASHINGTON, Jan. 10.—Nicholas M. Schenck, president of Loew's, Inc., received $116,902 for the fiscal year ended Aug. 31, 1953, while Dore Schary, vice-president in charge of the studio received $146,799 for the same period, according to a company report to the Securities and Exchange Commission.

The 1953 salary schedule as compared to the remuneration of officers in 1952 showed a cut of $317,928 in salaries and $28,036 in bonuses.

Other officers received the following salaries for the last fiscal year: J. Robert Rubin, vice-president and counsel, $95,185; Edgar J. Mannix, vice-president, $127,750; William F. Rodgers, vice-president, $66,485; Charles C. Moskowitz, vice-president and treasurer, $131,143; Joseph R. Vogel, vice-president, $132,508; Leopold Friedman, vice-president, secretary and counsel, $111,897. All directors and officers as a group received $1,534,679.

$35,444 in Bonuses

In 1953, Schenck received $35,444 in bonuses and a share in the profits, while Rubin received $18,702 and Mannix $15,590. Pursuant to Loew's retirement plan the subsequent sums were paid into the following accounts: Schenck, $23,573; Mannix, $45,079; Rodgers, $39,045; Moskowitz, $33,741; Vogel, $22,556; Friedman, $41,774.

It was noted that under the terms of Rodgers' previous employment contract the retiring vice-president also received $3,914 monthly during the year ended Aug. 31 out of a fund previously deposited in escrow. It was added that no further payments were made by Loew's to the escrow fund during fiscal year, nor will any be made in the future.

Storer Broadcasting In $8,500,000 Deal

Reputedly the largest deal in the history of television station sales was closed by Wilbur E. Stark, New York City broker. The deal, involving in excess of $8,500,000, involved the purchase by the Storer Broadcasting Corp. of 100 per cent of the Empire Coil Co. holdings, which include, along with the manufacturing plant (radio and TV coils, equipment, etc.), Television stations WXEL-TV, Cleveland, and KPTV, Portland, Ore., the latter being the first UHF station to operate in the United States. With the acquisition of these two stations, Storer now owns six VHF stations and one UHF and will sell one of the VHF stations to comply with FCC regulations.

Goldwyn, Jr., Forms TV-Film Company

Samuel Goldwyn, Jr., has resigned from Columbia Broadcasting, where he has been television producer, and is forming a new company for the production of television films. Operations are expected to begin about April 1 at the Samuel Goldwyn studios in California.

'Dimes' Drive Film Being Distributed

Theatres from Coast-to-Coast, as well as the Armed Forces overseas, now are receiving a specially prepared short to promote the 1954 March of Dimes campaign being conducted by the National Foundation for Infantile Paralysis. Titled "Look for the Silver Lining," the four-minute film features Howard Keel in a musical production with a minimum of dialogue.

Jersey Educators Argue Vs. 'Moon'

Two Jersey City board of education officials, Dr. Vincent J. O'Shea and Dr. Richard J. O'Brien, testified in the Jersey City "Moon Is Blue" case, charging that the film is objectionable. Their testimony was delivered on Friday before Magistrate George King, who said that he would see the picture before rendering a decision. Also objecting to the film was a city police official.

The law firm of Milton, McNulty and Augelli, representing defendants Stanley Warner Theatres and United Artists, will file a brief in defense of the film. Meanwhile, hearings are slated to be continued today in New Jersey Superior Court on the theatre's and distributor's bid to win an injunction prohibiting the banning of the picture in Jersey City.

Name Dr. Goldsmith Chairman of NTFC

Dr. Alfred N. Goldsmith, electronic engineer and RCA consultant, was elected chairman of the board of the National Television Film Council at the organization's first board meeting of the new year. The session also was the first under the new administration headed by Melvin Gold, who led discussions regarding the NTFC's 1954 program which includes a membership drive under John J. Bergen, Jr., membership vice-president.

Under the new administrative format which provides for an executive vice-president and five other vice-presidents in charge of various activities, Gold explored the potential activities to which the Council could devote itself during the year.

'Female' in Formal Bow Here Tomorrow

"Forever Female" will be given its Broadway opening at the New York Paramount here tomorrow night at an invitational premiere. Some 500 representatives of the press, radio, television, films and publishing industries have been invited to attend.

Pat Crowley, who makes her debut in the Paramount picture, will be on hand to greet the guests, along with Paul Douglas, Jan Sterling, Audrey Hepburn and Charlton Heston.

'Hell and High Water' Premiere Will Aid March of Dimes

"Hell and High Water," 20th Century-Fox CinemaScope production, will have a benefit world premiere at the Roxy Theatre Monday evening, Feb. 1, under the auspices of the March of Dimes.

All proceeds from ticket sales for the opening of the color by Technicolor drama starring Richard Widmark and Bella Darvi will go to aid the organization in its battle on polio. Tickets will be priced from $5 to $25.

$7,500,000 Asked in Trust Action Here

Seeking treble damages totaling $7,500,000, the Harlem-Grand Amusement Co., operating the Star Theatre at 107th St. and Lexington Ave., here, has filed an anti-trust suit in New York Federal Court.

The plaintiffs claim that eight major distributors have demanded unreasonable clearance since 1931 and that they have been denied the right to bid for first-run product. It is charged that the distributors follow a pattern of fixed runs, clearances and admission prices as part of a conspiracy with affiliated circuits.

Al Szekler, Industry Pioneer, Dies in L.A.

LOS ANGELES, Jan. 10. — Al Szekler, closely associated with the foreign branches of Universal Pictures for many years, died here following an operation.

Born in Chicago in 1896, Szekler joined Universal in 1914 as a shipping clerk, rising in successive stages to the post of general manager in Brazil in 1924 and to general manager for Universal in Continental Europe in 1929. In 1932 he returned to Brazil as general manager. Joining the Universal home office staff in 1948, he retired a few years ago and entered the real estate field here.

Szekler is survived by his widow, Mariska, and a sister, Juliet.

'Time of the Cuckoo' To United Artists

United Artists will release the forthcoming production of Arthur Laurents' stage play, "The Time of the Cuckoo," to be produced by David Lean and Ilya Lopert. Lean will start filming for Lopert Film Productions in Venice, Italy, in May. Katharine Hepburn will be starred.

'Happen to You' Bow Friday at the State

"It Should Happen to You," Columbia Pictures comedy starring Judy Holliday, will have its world premiere at Loew's State here on Friday. The film, which co-stars Peter Lawford, was produced by Fred Kohlmar and directed by Garson Kanin.

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Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

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PCA vs. RKO

(Continued from page 1)

"French Line" from distribution shortly and to resubmit the picture to P.C.A.

Such action would presuppose elimination of dance and costume sequences from the picture to which P.C.A. objected originally.

In that event, under the existing regulations, MPAA will be faced with the decision whether or not to authorize P.C.A. to review the picture again. The regulations provide that once a picture has been publicly shown by a member company without a Code seal, any further Association action in connection with it rests not with the P.C.A. but with the MPAA board of directors.

Resubmission of the picture by RKO Radio would involve a radical change in the position of Howard Hughes, board chairman and controlling stockholder, who is presumed by the trade to have been the major factor in the opening of "French Line" in St. Louis without a Code seal.

In the event the $25,000 fine for licensing the picture without a Code seal should stand and the company decline to pay it, its membership in MPAA could be revoked under the existing regulations.

State Censorship Law Asked in Oklahoma

OKLAHOMA CITY, Jan. 10.—An Oklahoma legislator on Friday called for a state law for censorship of "morally low, lewd and obscene" films. State Rep. Glen C. Collins said in a letter to the state legislative council that he does not necessarily want a censorship agency, but believes Oklahoma should have a law to block the showing of films disapproved by the industry itself.

Morris Lowenstein, president of the Theatre Owners of Oklahoma, termed Collins' suggestion "unnecessary and premature."

"The best censor we have is the public," Lowenstein said.



Variety Club Charities

(Continued from page 1)

have $22,000,000 invested in equipment, facilities, buildings and properties. He added that more than 10,000 doctors have given free medical services which would have amounted to millions of dollars. Already, O'Donnell said, 5,000,000 underprivileged children have benefitted from Variety Clubs' charitable work.

"There will be no drive just to pile up numbers in membership," O'Donnell declared. "There will be rather the invitation, the opportunity, the privilege for all people in entertainment to become a vital part of an organization which is uniquely their very own and one whose possibilities for achievement are without limit.

"If we elect to set the period for the next 10 years, simple computation will tell you that the present 10,000 members can increase to 100,000; the current annual average of $3,000,000 expended in cash can become $10,000,000 and the most heartwarming and satisfying figure of all—the 5,000,000 underprivileged children who have benefitted can become 25,000,000."

O'Donnell revealed that the 10,000 members have piled up approximately 169,000,000 man-hours in service, time and energy.

William C. McCraw, executive director of the clubs, installed new officers and directors of the Houston tent. McCraw closed his remarks by stating: "The two most valued assets of the motion picture industry are the Variety Clubs and Bob O'Donnell. With this particular and unique combination, the impossible can be achieved for us."

The Heart Award was presented to the Houston tent "for its outstanding contribution to the City of Houston with its program of guidance to thousands of youths toward cleaner living and good citizenship."

The installation ceremonies and award presentation were attended by 500 persons, including state, county and city officials.

Officers, Crew Installed By Dallas Variety Club

DALLAS, Jan. 10.—At a general meeting held here, John Rowley, Variety Club second assistant international chief barker, installed for the Variety Club of Dallas the following officers and crew:

Al Reynolds, chief barker; Kendall Way, first assistant chief barker; Charles Darden, second assistant; Meyer Rachofsky, dough guy; Harold Schwarz, property master; Claude C. Ezell, Phil Isley, R. J. O'Donnell, Clyde Rembert, Ed Rowley and Paul Short.

Variety Club of Illinois Will Install Jan. 25

CHICAGO, Jan. 10.—The Variety Club of Illinois 1954 officers and crew will be officially installed at a dinner and smoker in the Florentine Room of the Congress Hotel on Monday evening, Jan. 25, it was disclosed here Friday by Jack Kirsch, a past chief barker and chairman of this year's installation committee.

Officers and canvasmen scheduled to be installed are: Mannie Smerling, chief barker; Nat Nathanson, first assistant chief barker; Ralph Smitha, second assistant chief barker; Harry Balaban, dough guy: Jack Rose, property master; John J. Jones, international canvasman and international representative; Joseph Berenson, Robert Flannery, E. L. Goldberg, Mannie Gottlieb, Robert Harrison, Jack Kirsch, Irving Mack, Lou Reinheimer and Dave Wallerstein.

Sam Brunk Chief Barker Of Oklahoma City V. C.

OKLAHOMA CITY, Jan. 10.—Sam Brunk, film salesman for Paramount Pictures here, has been elected chief barker of the Oklahoma City Variety Club, succeeding Charles Hudgens. Dave Hunt, of television station KWTV, was elected first assistant chief barker and Ralph Grewry, manager of the Ritz Theatre Corp., Tulsa, was named second assistant chief barker.

Cincinnati, Buffalo Hold Installations

Buffalo's Variety Tent held its installation ceremonies at a dinner-dance last night in the Hotel Statler. Col. William McCraw, national executive director of Variety Clubs International, attended. Billy Keaton of Station WGR was installed as chief barker; Marvin Jacobs as first assistant chief barker; Arthur Krolock, second assistant; Robert Hayman, dough guy, and W. E. J. Martin, property master. New directors are Harry Berkson, Robert Boasberg, David Cheskin, Ben Kulick, John Chinell and Manford Pickrell.

In Cincinnati, Marc Wolf will be installed as chief barker tonight. Mrs. Faye Weiss will be installed as head of the newly-formed ladies auxiliary.

Jacobs, retired, longtime owner, with his brother of Sportservice of Buffalo, was presented with the Heart Award at the installation. The award was made for Jacobs' charity work in behalf of the club's Cerebral Palsy Clinic in the Children's Hospital and all other Variety charity activities as well as similar work for Buffalo.

'Millionaire' Gets 178 Extra Weeks

Twentieth Century-Fox's "How to Marry A Millionaire" has recorded more than 178 weeks of extra playing time, the company reports. The CinemaScope production is playing its ninth week at the Warner in Los Angeles, eighth week at the Globe in New York and seventh week at the United Artists in Detroit.

Other holdovers of four weeks or more are reported in Baltimore, Chicago, San Francisco, Seattle, San Diego and Portland, Ore.

Benny Toastmaster At Jessel Dinner

Jack Benny will be toastmaster at the Friars Club dinner for George Jessel to be held at the Waldorf Astoria here on Feb. 21. Jesse Block, chairman of the testimonial stated that among those expected occupy the dais are Eric A. Johnston, Eddie Cantor, Mayor Robert F. Wagner, Jr., Fred Allen, Milton Berle, William S. Paley and Sen. Stuart Symington. An all-star show will be presented by the Friars.

Disney Films

(Continued from page 1)

provision of $75,000 for a year ago.

Gross income for the year totaled $8,365,861, an increase of $643,042 over the $7,722,819 reported for the preceding year. Disney stated that much of the increase was attributable to "Peter Pan," which was released last February.

During 1953, outstanding debentures were reduced by $24,590 and at the fiscal year-end there remained outstanding $244,040 from the original obligation of $1,364,200 incurred in 1945.

Disney will release "a highly diversified program of motion pictures over the next two or three years," the report stated. In addition to a variety of short subjects and special material, the program includes three basic kinds of feature films, ranging in production cost from less than $100,000 to over $3,000,000, all-cartoon, live action and nature pictures. An investment of nearly $1,000,000 over the last five years in rounding out the company's physical facilities has made this diversification possible, the report said.

The company's fourth English production, "Rob Roy, the Highland Rogue," starring Richard Todd and Glynis Johns, will be released in the U. S. early in 1954. Other features now in production are: "20,000 Leagues Under the Sea," which is scheduled for completion in late 1954, in CinemaScope with color by Technicolor; the company's first feature-length cartoon filmed in CinemaScope, "Lady and the Tramp," for release early in 1955; "Sleeping Beauty," which is being filmed in CinemaScope, and "The Vanishing Prairie," successor to the company's first full-length True Life Adventure, "The Living Desert."

Relief from Tax

(Continued from page 1)

tries, railroads and other businesses.

The Ways and Means Committee is scheduled to start work this week—probably Wednesday—on the huge technical tax revision bill. Members said they doubted that excise rates would be handled until the bill is out of the way, though one or two committee members thought that the two bills could be handled simultaneously and another few members still feel that both matters should be handled in the same bill.

The Committee for Economic Development, meanwhile, issued a tax program calling for the gradual elimination over the next four or five years of all excises except those on liquor, tobacco and gasoline. It suggested that this year first priority be given to the excise rate reductions now scheduled for April 1.

WB's 1st 'Scope

(Continued from page 1)

showplace will be closed to the public Friday morning and afternoon to install CinemaScope equipment.

Immediately following the last show Thursday night technicians will take over the theatre to install a double-sized, wide, curved screen that will span the stage. Engineers, technicians and a construction crew will effect a complete change of the theatre's sound and projection equipment in a period of 17 hours.

Schlanger

(Continued from page 1)

ducive to the conduct of proper order in theatres than the prompt eviction of those who are the cause of the trouble, and refusal of admission to them, unless they are accompanied by their parents," Schlanger said.

For the second part of the program he urged that all managers work closely with neighborhood organizations that are concerned primarily with teen-age problems, particularly PTA and social service groups.

"Where managers have ignored or been indifferent to these groups the impression has gotten around that the theatre helps foster these teen-age problems, whereas to the contrary, we are as deeply concerned as the parents, the law enforcement officers, or anyone else."

Proper distribution of the service staff to give adequate coverage and to watch potential sources of trouble was the third point made by Schlanger. "Where a film house has a balcony in operation, the manager should be on one floor and his assistant on the other, and remain there during the performance, particularly when teenagers are in the theatre in any number. Ushers, he stated, should constantly patrol the aisles, rest rooms, balcony, foyer and other places of congregation.

"When the situation gets out of hand, the judicious use of special officers can help bring it into line, but the problem cannot and will not be cured just by the use of a special officer. The manager himself, through the steps outlined, represents the only cure," Schlanger said.

Theatre vandalism, particularly in certain theatres, has reached a point where it has been the principal source of discussion at several recent Stanley Warner meetings.

Census Bureau

(Continued from page 1)

census poll covered every exhibitor.

Also due to appropriation cuts, no survey is being taken this year of either production or distribution. Surveys for both fields had been planned before lawmakers chopped the Census Bureau budget.

Finally, the budget cuts have forced the Bureau to cut down the number of questions they had planned to ask exhibitors. The forms will ask only for the total number of paid admissions in 1953, total receipts from admissions, total Federal admission taxes, total state admission taxes, total city admission taxes, total receipts from concessions and seating capacity. Information will be compiled separately for indoor and drive-in theatres, and bureau officials said they hoped the results would be available in May.

Vital Items

(Continued from page 1)

tions involved in the central shipping project. This committee consists of Charles Reagan, M-G-M sales head; A. Montague, vice-president and general sales manager of Columbia, and William Gehring, executive assistant general sales manager of 20th Century-Fox.

The committee's consideration of arbitration is expected to await decisions that are scheduled to be made at TOA's board meeting in Washington on Jan. 31-Feb. 2.

Rotary Club of Bucks County, Pa., 'Rescues' Theatre for Community

NEWTOWN, Pa., Jan. 10.—When the commercial operators of Towne Hall here, the only theatre within a five-mile radius, were unable to keep the house open because of Federal and local admission taxes, the Rotary Club of Bucks County raised sufficient capital to reopen it "for the over-all good of the community." According to Council president George E. Otto, the theatre will operate the last four days of the week with two changes weekly.

"The response of the public has been one of appreciation," Otto said, "for the reopening of the theatre and making recreational facilities available once more to our community. But we are not sure how long the enterprise can continue without the elimination of excessive taxation which . . . could easily have caused a portion of the increase in juvenile delinquency."

The borough government exacts a five per cent amusement tax.

'53 Amusement Taxes Up 7% in Chicago

CHICAGO, Jan. 10.—City amusement tax figures, released to the press, showed an increase of 7 per cent in tax collections on theatre receipts for 1953 over 1952, with the tax office taking in $1,118,039.48 from the industry in the past year against a total of $1,044,414.48 in '52. December theatre tax collections on November receipts, were up from $95,987 in December of 1952 and $105,096 last month to $108,789.

With total tax collections from all amusements up $81,500 for the year, theatres alone accounted for almost $74,000 of the increase, as the total rose from last year's $1,718,752.53 to $1,800,259.11 in 1953. With fewer theatres operating now than were running last year, the increase undoubtedly is due to higher admission prices for CinemaScope, Cinerama and 3-D, and a bumper crop of high-grossing pictures in the past six months.

The Chicago Censor Board reviewed 98 films in December, screening 506,000 feet of film. Of the 98 films, 23 of them foreign, none was rejected and three were tabbed "adults only."

Mullin Sees 1954 as Quality Film Year

HARTFORD, Jan. 10.—Keyed to the slogan "Top the Score for '54," house managers of New England Theatres, Inc., will participate in a campaign having for its purpose the publicizing of quality output from Hollywood. Martin J. Mullin, president of NET, in an address to managers at a district meeting here, stressed the fact that the optimism felt by the industry regarding 1954 results as much from the quality of product as from the revitalizing interest in new technical developments.

"The film industry is cognizant," said Mullin, "of the public's demand for high standards of quality in sound recording, production and improved elements in acting, stories and directing. The industry is gearing itself more than ever before for a bigger and brighter future."

Fox, Posel Co-chairmen

PHILADELPHIA, Jan. 10.—Melvin J. Fox and Leo Posel have been named co-chairman of the theatre division for the 1954 Fellowship Fund which is being conducted from Jan. 8 to March 24. The campaign will provide funds for the inter-group relations program of the Philadelphia Fellowship Commission and Fellowship House.

MGM Rewards Final 'Lucky 7' Winners

M-G-M has wound up its "Lucky Seven" showmanship contest by designating three winners in the competition on the seventh and final picture, "Easy to Love." The winners are: Cass Smith, of the Music Hall Theatre, Seattle, awarded $500 for the best campaign in cities of over 100,000 population; Pat Heavey, of the State Theatre, Kalamazoo, winner of $250 in the 10,000-to-100,000 category, and J. Gallagher, of the State Theatre, Martinez, Cal., who won $100 as the best in the under-10,000 group.

In the entire contest, M-G-M awarded $6,200 to 22 winners.

Two Promotions in UA Foreign Field

Two merit promotions and a key appointment involving United Artists' operations in the Far East and Continental Europe were announced here by Arnold M. Picker, vice-president in charge of foreign distribution.

Terry Lindner, special representative in India, has been named district supervisor in the Far East, with supervision over Singapore and Thailand, as well as India. Tony Chok formerly acting manager in Singapore has been promoted to the post of manager. Charles (Chuck) Moses, film publicist and foreign correspondent, has been appointed Continental publicity manager with headquarters in Paris.

Moses will work in cooperation with Pierre Weill, publicity manager in France, as well as with Richard Condon, who is serving as home office liaison with UA producers making films abroad.

Lorber Will Testify Jan. 21 on Insurance

WASHINGTON, Jan. 10.—Benjamin Lorber, insurance manager of Universal Pictures, has been listed as one of the witnesses to testify before the House Commerce Committee hearings on health insurance plans. He is slated to testify Jan. 21.

M-G-M Sets New Musical

HOLLYWOOD, Jan. 10.—Gene Kelly will be starred in an as yet untitled Arthur Freed production featuring a cavalcade of Cole Porter music which has been placed on M-G-M's schedule for the New Year. Shooting will start as soon as "Brigadoon," in which Kelly is working, has been completed.

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CARNEGIE, CHICAGO
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VOL. 75. NO. 7 NEW YORK, U. S. A., TUESDAY, JANUARY 12, 1954 TEN CENTS

Labor Contracts

T-H Revisions Proposed for The Industry

'Ike' Would Relax the Union Shop Provisions

By J. A. OTTEN

WASHINGTON, Jan. 11.—President Eisenhower today asked Congress to relax the union shop provisions of the Taft-Hartley law as applied to the motion picture and other amusement industries.

He urged that employers be allowed to enter into pre-hire contracts with unions and, more important, that union-shop contracts be allowed under which a film industry employee must become a union member within seven days after the beginning of his employment, instead of 30 days as at present.

This change has long been sought by studio unions, who argue that because of the temporary character of

(*Continued on page 3*)

15,000 Bookings in U. S. for Rank Films Last Year, Says 'U'

In a survey made in connection with the distribution by Universal Pictures of J. Arthur Rank productions in this country, "indications are clear that the market for these pictures has now developed to a high degree in every section of the country," states the company. In a report prepared by Harry Fellerman, executive sales head of Universal's special films division,

(*Continued on page 3*)

Graburn to Columbia As Aide to Lazarus

Larry Graburn, formerly director of advertising, publicity and exploitation for Odeon Theatres in Canada, has joined Columbia Pictures as West Coast assistant to Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity. Graburn, now on the Coast, will take over his new duties immediately.

Prior to his association with the Odeon circuit, Graburn was with Famous Players Canadian Corp. in theatre operations in various cities of Canada.

RKO Pulling 'Line' Out of St. Louis Mon.

RKO Radio's "French Line," which has been playing in Fanchon & Marco theatres in St. Louis since Dec. 30 without a Production Code seal, is being withdrawn by the distributor from the Missouri Theatre there next Monday on orders of J. R. Grainger, RKO Radio president.

Discontinuance of the picture's exhibition in St. Louis, reported here yesterday, is said by sources close to RKO Radio to be a preliminary to revision of the picture and its resubmission to the Production Code Administration, presumably in line with rulings made by the

(*Continued on page 3*)

Shelton Is Named To Government Post

WASHINGTON, Jan. 11.—Turner B. Shelton, former West Coast production official, has been appointed deputy chief of the Government's overseas film program.

The appointment was announced by Theodore C. Streibert, director of the U. S. Information Agency. Shelton's title will be deputy chief of the agency's motion picture service.

Since the war, Shelton has worked in production posts with Monogram,

(*Continued on page 3*)

Youngstein to Head 'Brotherhood' Unit

Max E. Youngstein, vice-president of United Artists, has accepted the chairmanship of the advertising-publicity committee for the industry's 1954 "Brotherhood Week" campaign, it was disclosed by Emanuel Frisch, chairman of the drive.

The campaign will be highlighted by a "Brotherhood" dinner at the Waldorf-Astoria Hotel on Thursday, Feb. 4. "Brotherhood Week," sponsored by the national conference, will be observed Feb. 21-28.

'Moon' Rated 'Adult' By British Censor

LONDON, Jan. 11.—"The Moon Is Blue," which producer Otto Preminger refused to change for censors in America, opened at the London Pavilion here with an "X" (adults only) certificate, after a few cuts had been made and David Niven's voice had been dubbed in for a number of words, at the insistence of the British censor.

The "X" certificate, moreover, automatically restricts a picture's potential audience here and often deprives it of bookings on any of the largest circuits.

J. Arthur Rank, for example, has established the policy that neither his Odeon nor Gaumont circuit will book an "X" picture. Although A.B.C. cir-

(*Continued on page 3*)

Cites Needs

Fabian Outlines Six Point Program for Exhibition

PHILADELPHIA, Jan. 11.—A six-point program for exhibition, citing the need for unified exhibitors organization, the establishment of arbitration and the elimination of the Federal admission tax, was outlined here last night by Si H. Fabian, president of Stanley Warner Corp.

Fabian, in an address to the Philadelphia Variety Club dinner at the Bellevue-Stratford Hotel here, also called for reasonable film rental terms, the entrance of exhibition into production if the critical product shortage is not erased and the opening up of the theatre TV medium.

A co-featured speaker at the dinner, in celebration of the Tent's 20th anniversary, was Spyros P. Skouras, president of 20th Century-Fox. He expressed certainty that the downward trend of the last six or seven years at the box-office has now been reversed, crediting CinemaScope for the upswing. Skouras stated that the disadvantage which motion pictures have suffered because of the competition of television has been largely overcome. The 20th-Fox president also mentioned the future adaptation of the Eidophor theatre TV system to CinemaScope.

Fabian, expressing optimism in the future of exhibition, cited his multi-million dollar investment in the Stanley Warner circuit, in association with

(*Continued on page 3*)

First 'Test'

Reade Showing 'Robe' Without Stereo Sound

One-Horn System Used At Morristown, N. J.

By AL STEEN

The Walter Reade circuit's Community Theatre in Morristown, N. J., has opened "The Robe" using a single amplification and one horn system which is said to be the first time that the CinemaScope production has been publicly presented with any but stereophonic sound. The system is reported to be a "composite" of many parts which channel the four sound tracks on the film through a single horn.

Twentieth Century-Fox has been and is insisting upon the use of stereophonic sound for the presentation of "The Robe." Reade circuit executives declined to comment on the installation except to say that it was being conducted in the form of a "test."

Meanwhile, 20th-Fox is reported to be studying the situation to decide on

(*Continued on page 6*)

Allied of Gulf States To Mediate Bidding On 'Split Deals'

NEW ORLEANS, Jan. 11.—A committee to act as mediators in any bidding situation in which one or more of the parties involved are interested in effecting a "split-deal" settlement has been appointed by Allied Theatre Owners of the Gulf States.

In appointing the committee, Abe Berensen, president of Gulf States

(*Continued on page 3*)

TESMA May Relax Stand on Show Site

Officers and members of the board of the Theatre Equipment and Supply Manufacturers Association are formulating plans for the 1954 convention and trade show, but as yet no decision as to time and place has been reached. TESMA still is in favor of holding all trade shows at the Conrad Hilton Hotel in Chicago and took a definite

(*Continued on page 6*)

Personal Mention

HOWARD DIETZ, M-G-M vice-president, will leave New York at the end of this week for Hollywood.

•

ABE BERENSON, president of Allied Theatre Owners of the Gulf States, and T. G. SOLOMON, treasurer, will leave New Orleans at the end of this month for Cincinnati.

•

SAM KREISLER, of the Loew's International publicity department, is the father of a girl born Saturday to MRS. KREISLER at Jewish Memorial Hospital.

•

JOHN P. BYRNE, M-G-M Eastern sales manager and Captain of the company's 30th Anniversary Jubilee, arrived in Chicago yesterday from New York.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, left here yesterday for Omaha and Milwaukee.

•

ROBERT EMMET DOLAN, Paramount Pictures producer, is the father of a son born to MRS. DOLAN last Thursday at Santa Monica Hospital.

•

F. J. A. MCCARTHY, Universal Pictures Southern Canadian sales manager, will leave New York today for New Orleans.

•

W. C. GEHRING, 20th Century-Fox executive assistant general sales manager, was in Philadelphia yesterday from New York.

•

E. J. WALTON, executive assistant to J. R. Grainger, president of RKO Radio, is in Seattle from New York.

•

DON HARTMAN, Paramount Pictures production chief, has arrived in Dallas from Hollywood.

•

LOUIS W. SCHINE was in Albany, N. Y., from Gloversville.

•

EDWARD L. FABIAN has returned to New York from Albany, N. Y.

•

IVAN TORS, producer, left New York yesterday for Hollywood.

WB Names Wm. Twig Pittsburgh Manager

William Twig, assistant branch manager for Warner Brothers in Boston, has been promoted by Ben Kalmenson, vice-president in charge of distribution, to the post of branch manager in the Pittsburgh office. Twig replaces Jerry Wechsler, who has resigned.

Crandall Brown Shifted

Crandall Brown, for many years with the studio scenario department of M-G-M, has been transferred to the home office story department as executive assistant to Olin H. Clark, Eastern story editor. Brown succeeds Stanley Chambers, who has held the post for the past three years.

Heavy TV Promotion For 'Knock on Wood'

Television trailers for "Knock on Wood" were produced as production was in progress, thus enabling the producers to stimulate their TV promotion on the Danny Kaye starring picture for Paramount release, Norman Panama, co-producer, said here yesterday. Panama and Mel Frank, who, with Kaye and his wife, Syvia Fine, own the newly formed Dena Productions, are in New York for the promotion of their first film under the Dena trademark.

Panama said that he and Frank are firm believers in television as a form of promotion and that the TV trailers would be an adjunct to Kaye's personal appearance tours in connection with the film. He asserted that he and his partner were "exhibition conscious" and that it was the duty of independent producers to participate in the promotion of a picture.

Have Made 20 Films

Panama and Frank are said to be the only writer-producer-director team in Hollywood, having made approximately 20 pictures for Paramount, Columbia and M-G-M. "Knock on Wood" is the first to be made by Dena which plans one picture a year, or at least one every other year, with Kaye in the top role.

Next on the Dena-Kaye schedule is an untitled film dealing with medieval England. Production will start next summer. However, the program is flexible and Panama said the company would not be "locked to a commitment" of a player if the story did not fit him. While Paramount will release "Knock on Wood," no distribution deal has been made for further product, Panama said.

'Knock on Wood" has color by Technicolor and can be projected on an aspect ratio up to 1.85 to 1.

'Amber' Causes Split Of Memphis Censors

MEMPHIS, Jan. 11.—There was lack of harmony in the Memphis Board of Censors as it banned the re-run of "Forever Amber" here. Chairman Lloyd T. Binford charged that 20th-Fox substituted another film for the "Amber" picture that he and the other censors passed for Memphis showing in 1947.

Tom Young, 20th-Fox branch manager, said there was a "difference of opinion" and that the charge had been referred to the regional office.

When the censors saw the reissue the first time, three were in favor of permitting it to be shown. Binford, seeing that the picture would be approved, did not call for a vote. He asked the censors to think it over. The next day he called the board meeting. Avery Blakeney and Mrs. Walter Gray, members who had been willing to pass the picture, did not attend.

Binford, Mrs. B. F. Edwards and Mrs. St. Elmo Newton voted to ban the reissue. "I don't know whether the other two members are coming back or not," said Binford, explaining that he meant that these two might leave the board. Mrs. Gray said she did not intend to resign; Blakeney said he had no comment.

Colo. Court Upholds Award to Exhibitor

DENVER, Jan. 11.—The 10th U. S. Circuit Court of Appeals, with three judges, affirmed the award given by a U. S. District Court jury in Feb., 1952, of damages of $300,000 to Cinema Amusement Co., operating the Broadway. Cinema had sued Loew's, 20th Century-Fox and RKO Pictures for $1,000,000 trebled damages for alleged inability to get a proper run or moveover for the Broadway at a reasonable price for several years prior to the trial.

Attorneys for the defendant companies said they would study the decision before determining whether or not to appeal further.

'Female' Opens Here Tonight at Victoria

Paramount will unveil its "Forever Female" here tonight at the Victoria Theatre (not the Paramount as erroneously stated here yesterday) at an invitational premiere. The film will begin its regular New York engagement at the Victoria tomorrow.

Pat Crowley, Paramount's new star, makes her debut in "Forever Female." She is scheduled to be on hand to welcome approximately 500 guests at the premiere.

Invited to the premiere are celebrities of all entertainment branches as well as newspaper and magazine by-liners.

Filing 'Moon' Defense Brief in Jersey

A brief in defense of "The Moon Is Blue" is slated to be filed in Jersey City's Magistrate Court today or tomorrow, according to a spokesman for the law firm of Milton, McNulty and Augelli, representing Stanley Warner Theatres and United Artists.

Meanwhile, hearings are slated to be continued Thursday in New Jersey Superior Court on the theatre's and distributor's bid to win an injunction prohibiting the banning of the picture in Jersey City. Hearings were previously scheduled for yesterday.

Hal Howard, Official Of Crescent, Is Dead

NASHVILLE, Jan. 11.—Hal B. Howard, 49, a veteran of 31 years in exhibition, died here at St. Thomas Hospital. Howard was associated at various times with Warner, Malco and Paramount theatres, and at the time of his death was city manager for theatres of the Crescent Amusement Co. He is survived by his widow, a sister and a stepson, John H. McCoy, exhibitor of Hopkinsville, Ky.

Edward Mansfield Dies

KANSAS CITY, Jan. 11.—Edward Mansfield, 54, long engaged in theatre work, first as a musician in theatre orchestras and as organist and later as manager of the Regent Theatre here, died Sunday. Funeral will be held Wednesday morning at the Newcomer Chapel.

First-Run Business And Holdovers Pull Crowds in Chicago

CHICAGO, Jan. 11.—Sparked by three torrid openings, first-run business continues strong here despite a temporary sag in the middle of last week. "Hondo," the new John Wayne 3-D starrer, with Sarah Vaughan on the stage, is heading for a great $76,000 first week at the Chicago; "Lure of the Sila" is promising to equal the figures racked up at the Monroe by "Anna," the earlier Silvana Mangano starrer, with $12,000 or more in prospect, and the Woods is expecting a giant $40,000, approximating the initial week of "Mogambo," with "Beneath the 12-Mile Reef."

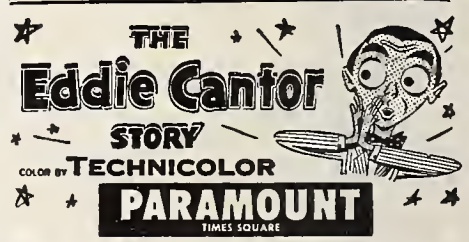
Also showing considerable power are several holdovers, including "How to Marry a Millionaire," which is doing so well, with over $25,000 expected for the eighth week of the run, that managing director Charles Hogan has requested and received permission from Fox to turn the opening of "King of the Khyber Rifles," scheduled for this week, back to give the theatre an extra week's benefit of the drawing power of "Millionaire." At the Palace, "This Is Cinerama" racked up a great $40,000 in its 24th week.

Holdovers Strong

Other holdovers are "The Robe" heading for a fine $35,000 in its 16th and final week at the State Lake, where "Knights of the Round Table" opens Wednesday; "The Living Desert," still strong at $15,000 in its third stanza at the Loop; "The Captain's Paradise," holding firm with $3,300 in its 10th week at the Ziegfeld, and "Annapurna," raking in a good $4,500 at the Surf.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION





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RKO 'Line'

(Continued from page 1)

P.C.A. prior to the public showing of the film.

The action came as the PCA notified RKO Radio last week that its licensing of the picture for public exhibition without a Code seal had made the company liable to a $25,000 fine. The distributor is entitled to appeal from the fine to the Motion Picture Association of America board of directors.

Since the film has been shown publicly without a Code seal, RKO Radio also may have to wait upon MPAA board action before it can resubmit the revised picture to the PCA, should it proceed to do so, as reported. Regulations of the Association specify that such a violation by a member company removes jurisdiction from the PCA and transfers it to the PMAA board. The latter would have to decide whether or not to authorize the PCA to re-review the film and grant it a Code seal if, in its judgment, the revised picture conformed to the Production Code.

The MPAA board also would be required to determine what action should be taken against RKO Radio in the event it refused to pay the $25,000 fine, should the fine be appealed and upheld. Possible penalties include suspension or cancellation of a company's membership in the Association.

F. & M. Charges PCA 'Discriminates' on Seals

ST. LOUIS, Jan. 11. — Asserting that it does not question "the purposes of the Production Code Administration," Fanchon & Marco, in whose Fox Theatre here first, and currently in its Missouri, RKO Radio's "French Line" has been shown without a PCA seal, charges the Code administration with "discrimination among producers in the same circumstances."

Letters containing the charge, made public today, were written by Edward B. Arthur to Archbishop Joseph E. Ritter of this city and to the heads of the St. Louis Councils of Catholic Men and Catholic Women. All three publicly opposed exhibition of the picture and directed their adherents not to see it.

"We know that it (the PCA) has issued seals to many pictures which, in our opinion, are not different in subject matter and treatment from 'The French Line'," Arthur asserts in the letter. "Having arrived at such a conclusion, it must follow that we cannot deny to a private businessman (RKO) the ordinary right of contract."

Mediate Bidding

(Continued from page 1)

Allied, said that while his organization did not propose "to stick its nose into other people's business," it stands ready to help solve so-called impasses and "impossible" situations.

The committee consists of T. G. Solomon, head of Solomon Theatres, McComb, Miss.; E. R. Sellers, co-owner of a drive-in circuit in Louisiana; L. E. (Jack) Downing, Brookhaven, Miss., and L. C. Montgomery, president of Delta Theatres.

At a board meeting at which the committee was appointed, plans also were made for the unit's annual convention scheduled for March 28-April 30 at Edgewater Park, Miss.

Fabian Outlines

(Continued from page 1)

Sam Rosen, Stanley Warner vice-president.

Of all the roadblocks facing exhibition, the strongest are the ones posed by producer-distributors who "do not have enough enlightened self-interest to help exhibitors stay in business," Fabian charged. He called for the establishment of "more normal film rentals," describing the current period as a sellers' market for distributors with films in the new techniques in short supply.

The Stanley Warner president urged Hollywood to adopt a positive program to combat home television by concentrating upon subject matter and story material which is non-competitive and outside the limits of TV. He said it was not enough for studios to refuse to sell their films to home TV. In one passing reference to the Production Code, he said the agitation for adjustment will result in the opening up to the screens of an "intimate romantic story area . . . completely denied to TV in the parlor."

Regarding new media, Fabian said he welcomed the multiplicity of techniques, adding, however, that the conventional form should not be neglected either. "What we want from Hollywood is to choose the media to suit the story, but not to abandon any method of proved worth," he declared.

The circuit executive, who is also a member of the board of directors of the Theatre Owners of America, said that the exhibitors' hand would be enormously strengthened if theatre owners stood together "in one national united organization. Distributors must listen to the voice of the exhibitor—if it is one voice from all exhibitors—a lesson you can learn from the recent argument about stereophonic sound in small theatre," he declared.

'Moon' in U.K.

(Continued from page 1)

cuit officials have not formally adopted the same policy, the known crowded state of that circuit's bookings makes dates for "Moon" unlikely.

Critical reception of the picture, except for a few isolated examples, was enthusiastic. Oddly, much of the critical comment was directed at censors in America, where the picture may be seen in its uncut form.

Compo Philadelphia Drive Group Meets

PHILADELPHIA, Jan. 11.—The Philadelphia area Council of Motion Picture Organizations committee for repeal of Federal admissions tax met in executive session today at Variety Club headquarters to map plans for the forthcoming campaign. National COMPO representative Sam Shain reported on current developments. In the absence of J. J. O'Leary, area chairman, Ed Schlanger conducted the meeting, which was well attended.

Heavy Grosses for Warner Reissues

The re-issue combination, "Public Enemy" and "Little Caesar," Warner Brothers, opened over the weekend in Philadelphia, New Haven and Bridgeport. The "take" for four days (Thursday, Friday, Saturday and Sunday) at the Roger Sherman, New Haven, was $6,500; for three days (Friday, Saturday, Sunday) at the Stanton, Philadelphia they grossed $10,000; and in its day-and-date engagement at the Warner and Merritt theatres, Bridgeport, over four days (Thursday, Friday, Saturday and Sunday) receipts were $6,400.

Samuelson Buys for Philadelphia Service

PHILADELPHIA, Jan. 11.—Sidney E. Samuelson, president of Allied Motion Picture Theatre Service, Inc., operating in the Philadelphia territory, is now handling the film buying and supervising the booking for member theatres, replacing Roy Sullender, who is no longer connected with the company.

15,000 Bookings

(Continued from page 1)

it was pointed out that over 15,000 bookings were made on Rank productions during 1953, said to be the largest number of engagements of these pictures since Universal undertook their distribution in 1946.

During 1953 there were 145 extended-run theatres specializing in foreign films, including the Rank pictures. In addition to these extended first-run theatres, there were 350 subsequent-runs which held to the same policy. The majority of the bookings were obtained in conventional theatres.

In using the survey as a basis for distribution plans for 1954, Fellerman stated that special representatives will be engaged to cover in particular those territories which have shown an interest in creating specialized plans for the exhibition of these pictures. "The representatives will assist our sales force in further promoting special films, especially in sections where exhibitors have complained about the shortage of product," it was said.

Cinerama Opens in St. Louis Feb. 10

The 10th U. S. theatre to play "This Is Cinerama" will be the Ambassador in St. Louis, which is currently undergoing alterations in preparation for the premiere on Feb. 10. The first night will be a benefit sponsored by the local Variety Club for crippled children, with regular public showings beginning with the matinee the next day.

"This Is Cinerama," which opened Sept. 30, 1952, in New York, is also currently on view in Detroit, Hollywood, Chicago, Philadelphia, Washington, Pittsburgh, San Francisco and Boston.

Luncheon-Screening For 'Globetrotters'

More than 60 New York film critics, members of the Basketball Writers Association and representatives of the trade press will attend a luncheon and preview of "Go, Man, Go!," forthcoming United Artists release starring the Harlem Globetrotters basketball team and Dane Clark, at Toots Shor's restaurant tomorrow.

T-H Changes

(Continued from page 1)

much film work, many industry workers need never join unions under the present 30-day grace period.

One of 14 Points

The President's recommendation was one of 14 points in a special message sent to Congress on revision of the Taft-Hartley law. Due to the highly controversial nature of the subject, odds are no better than 50-50 that Congress will do anything in the Taft-Hartley field this year. However, there is a better possibility that some limited revision bill, including such relatively non-controversial points as the amusement change, might get through.

"Employes engaged in the construction, amusement and maritime industries have unique problems because their employment is usually casual, temporary or intermittent," the President declared. "I recommend that in these industries the employer be permitted to enter into a pre-hire contract with a union under which the union will be treated initially as the employes' representative for collective bargaining. I also recommend that in these industries the employer and the union be permitted to make a union-shop contract under which an employe, within seven days after the beginning of his employment, shall become a member of the union."

Secret Ballot Suggested

Among other points urged by the President were these: There should be a secret ballot, under government auspices, before any strike; employes should be permitted to revoke their authorization for check-off of dues; Congress should make a thorough investigation of union welfare and pension funds; Communist affidavit provisions should be repealed providing Congress enacts general anti-Communist legislation urged by the President; injunctions be discretionary with the courts in secondary boycott cases; secondary boycott provisions of the present law should be relaxed; and provisions should be enacted to safeguard the representation rights of striking unions.

Shelton Named

(Continued from page 1)

Eagle-Lion and Warner Brothers, and more recently has been consultant and production adviser with the U.S.I.A.

Shelton will be number two man in the film program to Andrew W. Smith, Jr., former film industry executive who was recently named chief of the U.S.I.A. motion picture service. Commenting on today's appointment, Smith said Shelton "has a thorough knowledge of the global operations of our program and valuable experience in production gained at West Coast studios."

Meanwhile, top officials of the Information Agency are scheduled to testify before a Senate Foreign Relations sub-committee Friday on the current status of the overseas information program.

The sub-committee, headed by Sen. Hickenlooper (R. I.), held extensive hearings and an investigation last year on the operations of the film service and other U.S.A. programs. Friday's hearings are designed to bring the sub-committee up to date on the program's operations and to check on how the agency has carried out sub-committee recommendations.

CHALLENGE!

The challenge to the motion picture distributor today

is to supply to exhibitors thruout the world

the highest quality product

in an ever increasing quantity.

A challenge can only be answered by performance

—our answer is the greatest list of quality product

in the history of this company.

A continuing flow of four or five top pictures a month.

UNITED ARTISTS



ACT OF LOVE
Anatole Litvak Prod. Starring Kirk Douglas and Dany Robin Produced by Benagoss Inc.

ADVENTURES OF ROBINSON CRUSOE
in PatheColor
Starring Dan O'Herlihy

ALEXANDER THE CONQUEROR
Color by Technicolor. Produced and Directed by Robert Rossen

NOT AS A STRANGER
From the novel by Morton Thompson
Produced by Stanley Kramer

BEACHHEAD
Prints by Technicolor
Starring Tony Curtis
An Aubrey Schenck Prod.

BEAT THE DEVIL
John Huston's Production, starring Humphrey Bogart, Jennifer Jones, Gina Lollobrigida

BRONCO APACHE
Color by Technicolor, Widescreen
Starring Burt Lancaster.
A Hecht-Lancaster Production

CAMELS WEST
in PatheColor. Starring
Rod Cameron, Joanne Dru
An Edward Small Production

CANNIBAL ISLAND
n Color, 3-D. Starring Lex Barker
An Edward Small Production

CAPTAIN JAN
Based on the best seller
Produced and Directed by
Brian Desmond Hurst

CAPTAIN KIDD and the SLAVE GIRL
Color Corp. of America. Starring Anthony Dexter, Eva Gabor. Prod. by Aubrey Wisberg—Jack Pollexfen

CHALLENGE THE WILD
in Eastman Color. Produced and Directed by Frank O. Graham

CHIEF CRAZY HORSE
in Color
An Edward Small Production

CROSSED SWORDS
in PatheColor. Starring Errol Flynn and Gina Lollobrigida

GILBERT AND SULLIVAN
Color by Technicolor. Starring
Robert Morley, Maurice Evans
A Lopert Films Release

GOG
Color by Color Corp. of Amer. 3-D
Starring Herbert Marshall
and Constance Dowling
Produced by Ivan Tors

KHYBER PASS
Color by Technicolor. Starring
Richard Egan, Dawn Addams
An Edward Small Prod.

KING SOLOMON and his THOUSAND WIVES
in Color. An Edward Small Prod.

THE DIAMOND
in 3-D. Starring Dennis O'Keefe
Produced by Steven Pallos

NEW YORK CONFIDENTIAL
A Greene-Rouse Production
Presented by Edward Small

OTHELLO
Starring Orson Welles. Produced and Directed by Orson Welles

OVERLAND PACIFIC
Color Corp. of Amer., Widescreen
Starring Jack Mahoney, Peggie Castle. An Edward Small Prod.

PERSONAL AFFAIR
Starring Gene Tierney,
Leo Genn, Glynis Johns
A J. Arthur Rank Presentation

RETURN TO TREASURE ISLAND
in PatheColor, Widescreen
Starring Dawn Addams, Tab Hunter
An Edward Small Presentation

RIDERS TO THE STARS
Color Corp. of America. Starring
William Lundigan, Richard Carlson,
erbert Marshall. An Ivan Tors Prod.

RING AROUND SATURN
Eastman Color, 3-D, Widescreen
With electrically animated puppets.
A Nassour Bros. Prod.

SCREAMING EAGLES
Starring Rod Cameron, Tab Hunter
An Edward Small Production

SITTING BULL
Color by Technicolor. Starring
Dennis Morgan and Boris Karloff
Produced by W. R. Frank

STAR OF INDIA
Color by Technicolor, Widescreen
arring Cornel Wilde, Jean Wallace
Produced by Raymond Stross

THE BAREFOOT CONTESSA
Color by Technicolor
Starring Humphrey Bogart, Ava Gardner, Edmond O'Brien. Written, Dir., Prod. by Jos. L. Mankiewicz

THE CAPTAIN'S PARADISE
Starring Alec Guinness and Yvonne de Carlo. A Lopert Films Release

THE CONQUEST OF EVEREST
Prints by Technicolor
Full-length feature documentary

HE GOLDEN MASK
Color by Technicolor. Starring
Van Heflin and Wanda Hendrix
Produced by Aubrey Baring
and Maxwell Setton

THE LONG WAIT
By Mickey Spillane. Starring
Anthony Quinn and Peggie Castle
Produced by Victor Saville

THE MALTA STORY
Starring Alec Guinness
A J. Arthur Rank Presentation

THE MAN BETWEEN
Starring James Mason, Claire Bloom
Produced and Directed by Carol Reed
A Lopert Films Release

THE MILLION POUND NOTE
Color by Technicolor
Starring Gregory Peck
A J. Arthur Rank Presentation

THE PURPLE PLAIN
Color by Technicolor
Starring Gregory Peck
A J. Arthur Rank Presentation

THE SCARLET SPEAR
Color by Technicolor
Starring Martha Hyer
Produced by Charles Reynolds

THE STORY OF WILLIAM TELL
PatheColor, in CinemaScope
Starring Errol Flynn
Produced by J. Barrett Mahon

THE TIME OF THE CUCKOO
Color by Technicolor
A Lopert Films Release

TOP BANANA
Color by Color Corp. of America
Starring Phil Silvers
and the Original New York Cast

TIMBUCKTU
Color by Technicolor
An Edward Small Production

TWIST OF FATE
Starring Ginger Rogers
Produced by Maxwell Setton

VERA CRUZ
Color by Technicolor, Widescreen
arring Gary Cooper, Burt Lancaster
A Hecht-Lancaster Production

YELLOW TOMAHAWK
Color Corp. of America. Starring
Rory Calhoun and Peggie Castle
A Schenck-Koch Production

WICKED WOMAN
Starring Beverly Michaels and
Richard Egan. A Greene-Rouse Prod.
An Edward Small Presentation

WITNESS TO MURDER
Starring Barbara Stanwyck,
George Sanders and Gary Merrill
Produced by Chester Erskine

TESMA

(Continued from page 1)

stand on that point at last year's event held in association with the convention of the Theatre Owners of America.

However, there are signs that TESMA may relax its position in regard to the convention-trade show locale. This is indicated in a bulletin to members which stated: "Our largest problem is the selection of a site where we can have sufficient display space for the many exhibits we have, the necessary space for social functions and meetings and also enough hotel rooms for the delegates, all under one roof. Very few hotels offer all these facilities."

Meanwhile, TESMA has compiled official attendance statistics on its 1953 convention and trade show in Chicago. The report reveals that 948 manufacturers were registered; 230 supply dealers were in attendance, in addition to 1,106 theatre owners and managers, making a total registration of 2,561. These figures do not include the wives who accompanied their husbands nor those registrants whose handwriting was not legible. Therefore, TESMA estimates that more than 3,000 persons attended the show.

Siegel Leaves CBS-TV

HOLLYWOOD, Jan. 11.—Norman Siegel, West Coast director of publicity and exploitation for CBS Television, has resigned effective Jan. 9. Seigel was formerly public relations director of the Academy of Motion Picture Arts and Sciences.

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THE BIG PAYOFF
walt FRAMER
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Television--Radio

with Pinky Herman

TWO score and five years ago when radio was quite young (and so was ye scribe—a cub reporter on the old Hollywood Filmograph) the Bell Telephone Co. made known to all and sundry the fact that every day at 7:00 P.M. phone calls all over the country practically ceased. That was the time when "Amos 'n' Andy" dominated the airwaves with their Taxi NBCorpilation. This date is called to mind by the adv. that appeared recently in the New Brunswick (N. J.) Daily Home News: quote. "Alexander J. Jones earnestly and respectfully requests that his friends, business associates, relatives and all others refrain from telephoning his home, or otherwise disrupting its serenity between 8 and 8:30 o'clock of a Thursday evening. These 30 minutes are regularly observed as the Groucho Marx Half-Hour." Unquote. (Tell 'em Groucho SENDS You.)

☆ ☆ ☆

Jack Lescoulie has been signed to announce all future Buick commercials. Couldn't happen to a nicer guy. . . . Ruth Cade, vice-president of Mavro Television Productions, will fly to London end of the month to set up distribution of the firm's telefilms in England and the Continent. . . . The Student Council of N. Y. U. named Perry Como, 'favorite vocalist,' Jackie Gleason 'favorite comedian' and Bill Silbert, 'favorite disk jockey.' . . . Addy Amor, former Duquesne University gridiron and basketball star, who later produced "Boston Symphony," "The Dunninger Show" and others for ABC, has just had his second original ditty titled, "Ev'ry Night," recorded by Emil Cote's famed Glee Club on the Eco Label. . . . Alan 'Sands' us a little love note and includes a daffynition of a Diplomat: "A man who convinces his wife that a woman looks stout in a fur coat." TV and concert lark Diane Powers, back from a SS. Caronia cruise, deluged with guestint offers. . . . We argued with Spencer Hare that our memory never fails us, but nonetheless we would tune in on Dr. Bruno Furst's lecture on 'How to Remember,' TVia WABC, last Saturday (6:30 P.M.). So wha hoppen? We forgot the time, the station, the program and the good doctor. (Must be a moral here somewhere, eh Spence?)



Jack Lescoulie

☆ ☆ ☆

Plans are underway by Television Producers, Inc., to preview late this month, a pilot of its initial telefilm, "Incident in Korea," scripted by George Hill and featuring eight-year-old Ruth Kim, who was born in that unfortunate land. . . . Bob Van Deventer, first juve panelist on the "Twenty Questions" quizzer, has asked pretty Barbara Weber the question. Answer was yes. . . . James M. Orchard, formerly with Paramount TV Productions and Unity TV Corp., has become an account exec with CBS Television Film Sales, operating from the New York office; Richard P. Buch takes over the Atlanta office management while Wilbur S. Sheets joins the Chicago branch as account exec. . . . Ace comic Lew Parker, of the rib-tickling performances on Broadway in "Are You with It?," "High Button Shoes," "Front Page" and "Inside U. S. A.," and also on several TVehicles, will be the star all this week on Warren Wade's TVersion of "Room Service," the hilarious John Murray-Allen Boretz play, on WOR-TV's "Broadway TV Theatre" (7:30-8:55 P.M.).

☆ ☆ ☆

With the completion of the episodes scheduled for production in Paris, producer Sheldon Reynolds has taken his "Foreign Intrigue" cast back to Stockholm, where the original telefilms were started back in 1950. . . . The "Mr. & Mrs. North" TV (Richard Denning and Barbara Britton) series moves to NBC Jan. 26 and will occupy the Tuesday-10:30 P.M. slot. . . . WOR-TV transmission tower located at North Bergen, N. J., will not be dismantled but will be turned over to the Educational Departments of New York and New Jersey. . . . Ted Collins, producer of the "Kate Smith Hour," has been commended by the Coordinating Council for Negro Performers Inc., for his policy of employing an integrating talent on the program. . . . Wilbur Stark, producer, Kathi Norris G.E. commercial telefilm announcer and actress, with their two children, have returned from a three-week vacation at Ft. Lauderdale, Fla.

Reade Shows

(Continued from page 1)

a course of action. Some industry observers here yesterday were speculating on whether 20th-Fox would ask that the picture be withdrawn and also whether such a request would be legal under contract provisions. It is understood that the 'Robe" contract only specifies that "special equipment" be used in the projection of the sound and print.

The screen being used at the Community in Morristown has been hung so that the sides are not curved. Projection is said to be excellent. Cost of the installation could not be learned, but it is believed to have been approximately one-half the amount that would have been involved if true stereophonic sound had been employed. As a stereo installation would have been approximately $6,000 for the 1,475-seat house, this would mean that the single-horn equipment was put in at a cost of about $3,000.

The Reade circuit is reported to be preparing to install the single-horn system in two other of its theatres in the near future.

No dates have been set as yet for 20th-Fox's contemplated test of single track projection of "The Robe" in Ohio. The company has asked both Allied and the Theatre Owners of America to make recommendations for a "yardstick" on which the test could be made, but as yet, 20th-Fox has not heard from either exhibitor organization.

Form K.C. Company To Make TV Films

KANSAS CITY, Jan. 11.—Crest Productions has been formed here to produce television features. Associated in the enterprise are Elmer Rhoden, Jr., Jay Wooten, Ben Adams, Robert Woodburn and Eldredge White. Robert Altman, formerly of Hollywood, is handling the scripts, John J. Thompson musical composition and direction, Chester Allen design and William E. Veerka camera.

John Dreyer Cited

John E. Dreyer, inventor of the polarizing process used in making 3-D Magic-Vuers, is the subject of an article in the January issue of "Coronet" magazine.

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 8 NEW YORK, U. S. A., WEDNESDAY, JANUARY 13, 1954 TEN CENTS

About Face

RKO, PCA Talk Revision of 'French Line'

Seek Code Seal While St. Louis Run Is On

HOLLYWOOD, Jan. 12.—RKO Radio has resubmitted its "French Line" to the Production Code Administration here for re-review, indicating its willingness to revise the Jane Russell vehicle to comply with the industry's Production Code Administration requirements.

Negotiations were well advanced here today between P. C. A. officials and executives of the company looking to the elimination of footage which would make the picture eligible for a Production Code seal.

The "French Line" print disapproved by the P. C. A. still is being

(*Continued on page 3*)

No Proposals for Code Changes Yet

No formal proposals for changes in the industry's Production Code have been received yet from Samuel Goldwyn pursuant to his suggestion of Dec. 28 in a letter to Eric Johnston, Motion Picture Association of America president, that the Code be "modernized," it was learned yesterday.

Replying to Goldwyn, Johnston invited the producer to submit suggestions for changes in the Code, assuring him such suggestions would receive the consideration of the MPAA board of directors.

In view of the recent reaffirmation of faith in the Code by members of the Association and by the Producers' Association in Hollywood, there is

(*Continued on page 3*)

Issue New 'U' Pacts To Feldman, Walsh

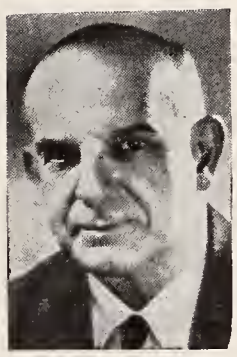
A new five-year contract for Charles Feldman, starting Jan. 1 and a three-year pact for Eugene Walsh, starting Nov. 1, 1953, have been reported by Universal Pictures to the Securities and Exchange Commission. Feldman is vice-president and general sales manager and Walsh is vice-president and treasurer.

In a report on 1953 activities to

(*Continued on page 3*)

Republic Sets 29 Releases On '54 Slate

Republic will release 29 pictures consisting of 22 "deluxe" attractions, three Judy Canova productions and four Rex Allen Westerns, president Herbert J. Yates disclosed yesterday.



Herbert J. Yates

At the same time, he pointed out that more than $15,000,000 already has been expended on a backlog of eight top-budget films which will begin engagements this month. In addition to the features, Republic will release four serials. Last year, Republic had 13 deluxers and numerous Westerns and other features.

Yates said that in keeping pace with the increase in production budgets, an

(*Continued on page 6*)

JUSTICE SEEKS NO DECREE CHANGES

Schwartz Reelected For His 20th Term

CLEVELAND, Jan. 12. — Ernest Schwartz today was re-elected by acclamation president and general manager of the Cleveland Motion Picture Exhibitors Association for the 20th consecutive year. Also reelected by acclamation were Ted Vermes, treasurer, and all board members.

'Scope Information Going to Exhibitors

Twentieth Century-Fox yesterday initiated a CinemaScope educational program for exhibitors to channel technical information to the trade. The material will be sent to theatre managers and projectionists in the form of periodic letters.

Launched under the direction of

(*Continued on page 3*)

Tells Small Business Group Its Views on Pre-Release, Upped Prices

By J. A. OTTEN

WASHINGTON, Jan. 12.—The Justice Department said today that it does not now plan to ask the New York District Court to reopen the Paramount case consent judgments for any changes.

The Department's stand was stated by Assistant Attorney General Stanley Barnes, head of the Anti-Trust Division, in a letter to Sen. Schoeppel (R., Kans.), answering questions submitted by Schoeppel's Senate Small Business Subcommittee studying trade practices.

The Barnes letter also spelled out in some detail the Department's thoughts on advanced admission price and pre-release practices. The subcommittee early in November submitted to Barnes a series of questions dealing with motion picture industry matters.

In releasing Barnes' reply today, Schoeppel recalled that the subcommittee's report last year emphasized that most of the problems between

(*Continued on page 11*)

12 'Robe' Openings in U.K. Provinces Stir Showmen

By PETER BURNUP

LONDON, Jan. 12.—"The Robe" in CinemaScope opened simultaneously yesterday in 12 key provincial cities in the United Kingdom to uniformly excellent business and to the accompaniment of significant and widespread trade acclaim.

At all 12 openings special first performances were held for theatre owners, local dignitaries and press representatives. This correspondent attended the screening at the 2,560-seat Odeon in Leeds and William Pay, also of Quigley Publications' London Bureau, attended the pre-public opening performance at the 3,000-seat Plaza Theatre in Swansea, the largest theatre in South Wales.

A significant circumstance of both screenings was the comment by experienced exhibitors to the effect that Spyros Skouras, 20th Century-Fox president, may expect many converts to CinemaScope in Britain after the demonstrations of his medium's drawing power and audience response.

Reportedly, this reaction noted at the Leeds and Swansea openings, characterized the screenings in the other 10 key cities despite the feeling among many showmen here that they do not know where the money for

(*Continued on page 3*)

Million for 'Knights' At 1st 21 Playdates

M-G-M's "Knights of the Round Table" has grossed approximately $1,000,000 in its first 21 engagements, 16 of which have been held for a second week. Eight of the total are in a third week. Towns holding over for a second and third week include Atlanta, Memphis, New Orleans, Houston, Dallas, San Antonio, El Paso, Kansas City, St. Louis, Cleveland, Detroit, Indianapolis, Pittsburgh, Los Angeles, Portland, Ore., and San Francisco.

In addition, M-G-M's first CinemaScope film is current in Charlotte, Denver, Evansville, Des Moines and Radio City Music Hall, New York.

Film Buying Group's Start Is Delayed

DETROIT, Jan. 12.—The start of the national film buying service for exhibitors in the Central States which had been scheduled for early this month has encountered delays and no definite date for the start of operations has been set yet.

The project, however has not been abandoned and, it is understood, measures to overcome the obstacles to an early start which have been encountered are being explored.

James Sharkey of Cooperative The-

(*Continued on page 6*)

U.K. Meet on Ticket Tax Set for Feb. 4

LONDON, Jan. 12.—Date for the meeting of the all-industry delegation with J. Boyd Carpenter, Financial Secretary to the Treasury, to plead its case for ticket tax relief has been set for Feb. 4.

Meanwhile, the Cinematograph Exhibitors Association has submitted to the Customs and Excise authorities

(*Continued on page 11*)

Personal Mention

EDWARD L. WALTON, executive assistant to J. R. Grainger, president of RKO Radio, will arrive in Hollywood from New York tomorrow.

•

PHILIP SMITH, president of Smith Management Co., Boston, became a grandfather when a daughter was born to MRS. RICHARD SMITH, wife of the vice-president of the Smith organization.

•

SONIA ZARSKY, secretary to JOHN MAHONEY, general manager of Interstate Theatres, Boston is engaged to marry CHARLES G. WAXMAN, of Danvers, Mass.

•

ELROY LUEDTKE, manager of the Delft and Nordic theatres in Marquette, Mich., has been elected president of the Marquette Chamber of Commerce.

•

STEVE DAVIS, recently with the publicity department of National Screen Service here, has assumed new duties as publicity director of WTRI-TV, Troy, N. Y.

•

HAROLD I. TAYLOR, of the Delphia Theatre, Chittenango, N. Y., has begun his second year as a member of the New York State Assembly.

•

THOMAS L. WALKER, Bank of America special representative on motion picture matters, has returned here from the Coast.

•

JOHN C. FLINN, Allied Artists publicity head, and WALTER WANGER, producer, will leave here tomorrow for the Coast.

•

DAVE GOLDING, Samuel Goldwyn publicity director, and MARTIN DAVIS, of the publicity staff, are in Washington from New York.

•

CLAUDE EZELL, president of the International Drive-in Theatres Association, has left Dallas for Havana.

•

GERRY KERNER, M-G-M booker in Cleveland, has returned there from New York.

•

FRED G. SLITER, 20th Century-Fox salesman in Albany, N. Y., has left there for Hot Springs, Ark.

•

HOWARD GOLDSTEIN, RKO Radio salesman in Albany, N. Y., has returned there from Miami.

•

DAVID O. DECKER, of the M-G-M legal department, will leave here next week for Miami.

•

AVRON ROSEN, of the Allied Artists exchange in Minneapolis, has left there for Hollywood.

•

CHARLES B. BELLANTE has joined the staff of Film Counselors here as production supervisor.

•

FOSTER BLAKE, Universal Pictures Western sales manager, has returned to New York from a Western trip.

Full Agenda Faces Compo Triumvirate

Proposals for the appointment of a Council of Motion Picture Organizations press representative in Washington, one in Hollywood and one or more in New York will be considered by the COMPO triumvirate here today. The proposals are part of the recommendations submitted to the COMPO board by the organization's public relations committee which consists of Maurice Bergman, chairman; Oscar Doob, Harry Mandel, Harry Goldberg and Art Arthur, the latter representing the Motion Picture Industry Council of Hollywood.

As yet, no budget has been set up by the three-man committee for the engaging of the press representatives. Present plans call for the hiring of salaried employes in Hollywood and Washington, but the New York people may be recruited from the publicity departments of the film companies.

Will Get Dues Report

The triumvirate today also is expected to receive a report on the dues collection drive which started on Nov. 30 and ended on Dec. 7. Although all of the reports from the field have not been received at the New York office, indications are that the goal of $150,000 was reached and this, in turn, will be matched by the distributors. Plans for the tax repeal campaign, as well as other items on COMPO's 1954 program, are also on today's agenda.

The triumvirate consists of Sam Pinanski, Al Lichtman and Wilbur Snaper.

Bergman Is Eastern 'U' Studio Contact

Maurice Bergman, executive in charge of public relations for Universal-International in New York, will add to his duties those of home office studio representative, it was announced by Edward Muhl, vice-president in charge of production.

Bergman will serve as the studio's Eastern contact in the field of talent and literary properties, in addition to his present duties. His office will absorb the functions of the present studio contact department in New York previously headed by Jessica Landau, who has resigned.

Loew's Executives To Visit Studio

Nicholas M. Schenck, Loew's president, and Charles C. Moskowitz, vice-president and treasurer, will leave here for the Coast today for executive conferences and new product screenings at the Culver City studio. Charles M. Reagan, vice-president and distribution head, and Howard Dietz, vice-president in charge of advertising-publicity, will leave here tomorrow.

Among the new M-G-M pictures to be screened for the home office executives at the studio is "Rose Marie," the company's second CinemaScope production and the first musical from any company in the new anamorphic process.

Three Circuit Heads To Aid 'Brotherhood'

Harry Brandt, president of Brandt Theatres; Eugene Picker of Loew's, and Sol A. Schwartz, president of RKO Theatres, have accepted associate national chairmanships of the motion picture industry's 1954 campaign for "Brotherhood Week," it was announced by Emanuel Frisch, national chairman of the drive.

"Brotherhood Week," sponsored by the National Conference, will be observed Feb. 21-28.

To Release 'Sadie' In Both 3-D and 2-D

"Miss Sadie Thompson," currently being pre-released by Columbia in 3-D, will also be released in a 2-D version, the policy going into effect immediately, sales manager A. Montague disclosed here yesterday.

Two major factors were said to have influenced the decision to relax an original policy of "3-D only" and make the film available in the conventional form.

Equipment a Factor

"With high grosses being reported from the few pre-release engagements now showing 'Miss Sadie Thompson,'" Montague said, "we have been approached by an increasingly large number of theatre owners who are not equipped for 3-D exhibition and yet desire to book this film at a time when it is at its peak. Since our continuing desire is to cooperate with our customers, these repeated requests have prompted us to re-examine our releasing policy in an effort to determine if it is feasible to comply with the exhibitors' demands."

The second factor influencing his decision, Montague revealed, was the results from controlled day-and-date multiple runs conducted last week in both 2-D and 3-D in Richmond, Va., where Columbia opened "Miss Sadie Thompson" at the Byrd in 3-D while the State, during the same period, played the film in 2-D. In Sacramento, Cal., the production was shown at the Tower and Del Paso in 3-D while the Esquire exhibited it in 2-D.

Coast Publicists Get Five Per Cent Raise

HOLLYWOOD, Jan. 12.—The Publicists Guild and major studios (AMPP members) last night completed negotiations on a new contract giving the publicists a five per cent wage increase and other benefits. The contract, retroactive to last Oct. 26, runs to Oct. 25, 1957, and is reopenable as to wages on Oct. 25, 1955, or at any earlier date when living costs in Los Angeles may rise five per cent above Oct. 15 last.

The new pact switches senior publicists from an hourly basis to a flat $210 weekly, but leaves juniors and apprentices on the former 54-hour week with time-and-a-half over 40 hours. The contract also takes Publicist Guild members into the industry's pension plan.

Worldwide Festival For M-G-M Tribute Planned by Loew

Plans for launching of an "M-G-M Worldwide Film Festival," as the high point of the overseas celebration of M-G-M's 30th anniversary year, have been set by Arthur M. Loew, president of Loew's International Corp.



Arthur M. Loew

Loew stated "the festival will be held simultaneously in important theatres all over the world for one week beginning Feb. 15. Each day of the week there will be a one-day, pre-release showing of a previously unreleased M-G-M production. Following the festival showings, the pictures will be withdrawn to await their regular engagements.

"The festival will be the greatest mass project of its kind in world film history and on a global scale hitherto unprecedented in the industry. Some festivals of the past have used the pictures of all producers of one country; other festivals have drawn upon the production of all the world. This is the first time that one film company utilizing only its own pictures, is in a position to organize its own film festival of this magnitude," said Loew.

Expect 750 Thursday At Luncheon of FJP

More than 750 are expected to attend tomorrow's luncheon of the amusement division of the Federation of Jewish Philanthropies at the Hotel Astor. The luncheon, at which Harry Brandt and Leonard Lyons will preside, will pay tribute to Bishop Fulton J. Sheen, Dr. Moshe Davis, program director of the radio series, "The Eternal Light"; Deborah Kerr, actress; Eddie Fisher, singer, and Edward R. Murrow, CBS radio newscaster.

Among those invited to occupy the dais are Oscar Hammerstein, II, Ted Cott, Mitchell Miller, George F. Dembow, Milton Weill (president of the Federation of Jewish Philathropies). Mayor Robert F. Wagner, Jr., Robert Benjamin, Barney Balaban, Carl Haverlin, Elaine Malben, Nat Lefkowitz, Spyros P. Skouras, Russell Downing, Sol Schwartz, Stanley Adams, Joseph Vogel, Manny Frisch, Robert Weitman, Richard Rodgers, Rabbi Birstein (of the Actors Temple). Sam Rinzler, Adolph Schimel, Abe Dickstein, Irving Rosenhaus, Abe Montague, Al Schwalberg, Al Daff, Maury Goldstein, Harry Hershfield, Guy Lombardo, Jack Cohn and Irving Caesar.

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'Robe' in U.K.

(*Continued from page* 1)

stereophonic sound will come from.

This correspondent selected the Leeds' opening because the Yorkshire area is notorious in film distribution here as the toughest selling center in the country, and because Yorkshire exhibitors are leading the opposition here to 20th-Fox's insistence upon stereophonic sound installation for CinemaScope presentation.

An early afternoon edition of the "Yorkshire News" carried a five-column width picture of the queue surrounding the Odeon Theatre with this caption: "They Waited Five Hours for CinemaScope." Both of the city's evening papers carried stories extolling the picture's merits, but commenting particularly that the anamorphic process is the most revolutionary step forward in motion pictures since the introduction of sound.

The Odeon sold over 6,000 tickets during the day, easily establishing a record for a non-holiday Monday.

The typical comment of the cautious, Yorkshire working class patron was: "television has nothing on this."

The Swansea audience, a preponderantly industrial class, only half-filled the Plaza for the start of the first afternoon performance but, with local mines and factories still working full tilt, there was standing room only midway of the showing. Thereafter, the house was crowded for every performance and at the end of the day the theatre had sold 6,585 admissions for a gross in excess of £500 ($1,400).

De Luxe to Process 20th's 'Scope Films

De Luxe Laboratories in New York will process all prints of the three 20th Century-Fox CinemaScope color by Technicolor productions scheduled for release during the first quarter of 1954 and two CinemaScope short subjects being offered during the same period. Previous CinemaScope productions were processed on the Coast.

The features are "King of the Khyber Rifles," a January release, currently showing at New York's Rivoli Theatre and other first engagements; "Hell and High Water," a February release world premiering Feb. 1 at the Roxy Theatre, New York, and "Night People," a March release. The short subjects are "Vesuvius Express" and "Dances of the Deep," both current and showing, respectively, in New York at the Roxy and Rivoli.

All prints are being made in Eastman color's negative-positive process, and screen credits on the pictures will read "Color by Technicolor-De Luxe."

Cleveland Exhibitors See Profitable 1954

CLEVELAND, Jan. 12. — Happy over the good holiday business, a majority of exhibitors operating circuit and independent theatres in the Cleveland area look forward to more of the same during the year. New presentation methods plus outstanding pictures have made motion pictures once again a topic of general conversation so that a film-conscious public is turning to the large screen, stereophonic sound and 3-D for entertainment.

'The Robe' Opens at 28 Subsequent Runs In Chicago Friday

CHICAGO, Jan. 12.—"The Robe," ending a highly-successful 16-week run at the Balaban and Katz State Lake Theatre tomorrow, will open in 28 outlying theatres on Friday, backed with a heavy advertising outlay by 20th Century-Fox. The 28 theatres, 17 within the Chicago city limits and 11 in the suburbs, are planning to raise their admission prices for first neighborhood showings of a CinemaScope picture in the Chicago area. Some intend to charge 98 cents from the opening gun for adults; others, such as the B. & K. circuit, will get 74 cents in the afternoon and 98 at night. Children's prices are due for a general hike during the run, being raised to as high as 50 cents from a norm of 25. Regular top prices at the 28 theatres range from 74 cents at the People's to 98 cents Saturday nights and Sundays at the Piccadilly. A few of the houses still are on the fence price-wise, waiting to see what the others are going to do, but it is a virtual certainty that the tariffs will fall within the 74-to-98-cent range.

Twentieth Century-Fox, in an all-out effort to boost the grosses on the run, has scheduled 28 television spot announcements on three local stations for Thursday night, 110 spots on six radio stations Friday, and 900-line ads in the daily newspapers on Friday.

Meanwhile, "The Robe" continues to pack plenty of box-office punch at the State Lake, and is expected to hit a great $35,000 for its 16th and final week, giving the picture a grand total gross of $850,000 for the premiere Chicago showing, with 20th-Fox collecting over $500,000 on the film for the 16 weeks.

Indiana ATO Sets Membership Meets

INDIANAPOLIS, Jan. 12. — The Allied Theatre Owners of Indiana will hold its spring meeting at the South Shore Hotel, Lake Wawasee, June 15-16. The fall convention will be held at the Marott Hotel, Indianapolis, Nov. 16-17, the ATOI board has decided.

It has presented Trueman Rembusch, ATOI president from 1945 to 1953, with a desk set in appreciation of his services. Dale McFarland, general manager of Greater Indianapolis, was appointed chairman of a new public relations committee. Roy Harrold, Rushville exhibitor, also will serve on the committee, which is to be completed later.

Polaty Now WB Int'l Indonesia Manager

Geza Polaty, manager in Cuba for Warner Brothers International, has been named by Wolfe Cohen, president of the organization, to the post of manager in Indonesia, with headquarters in Djakarta. Polaty succeeds Sam Jones, who resigned because of ill health.

15 Weeks For 'Fugitive'

"The Little Fugitive," released by the David Burstyn organization, will close a 15-week engagement at the Normandie Theatre here next Monday and will play over the Loew's circuit starting on Feb. 4.

CinemaScope

(*Continued from page* 1)

company president Spyros P. Skouras, the plan will see the company's research and development division, headed by Earl I. Sponable, issuing to exhibitors special reports on recommended projection practices for the exhibition of CinemaScope pictures.

Material distributed will be compilations of information gleaned from field experiences with pictures filmed in the new photographic dimension process and conferences with major service and equipment companies. The recommendations are intended to provide better exhibition and lower costs.

The initial letter to exhibitors, which has already been distributed, deals with three principal items: Picture damage; splices, and sound damage due to initial installation adjustment practice and maintenance.

Handbook Prepared

The research and development division will also answer individual exhibitor queries on theatre problems, and will offer advice on up-to-date projection procedures. As a further aid to theatremen, a 36-page handbook covering equipment, installation procedures, maintenance practices and operating considerations has been distributed.

Kits dealing with the new process and the four-track magnetic stereophonic sound system have also been prepared, adding to the library fund of technical information made available to exhibitors and the press.

Another major segment of this program to aid exhibitors in the better presentation of CinemaScope has been the mobilization of division and branch managers, field exploitation representatives and home office executives to make periodic theatre visits to see CinemaScope shows and discuss with managers ideas and methods of better programming.

'Moon' Screened for Court in Missouri

JEFFERSON CITY, Mo., Jan. 12. —A private showing of "The Moon Is Blue" was held here for Judge Sam C. Blair of the Circuit Court in order to assist the jurist in reaching a decision on whether or not the film may be shown in Kansas City. Following the screening, Judge Blair stated that he is taking under advisement two questions involved in the seven-month controversy over the picture.

The first point challenges the right of Judge Blair to hear the appeal of United Artists, distributor, which followed the banning of the picture last June by the Kansas City censor board.

The second point challenges the right of the jurist to say whether or not the Kansas City censor board can censor a motion picture and ban its public showing.

'Scope Production To Start in Mexico

MEXICO CITY, Jan. 12. — Production of CinemaScope pictures will be started early in 1954 by Gen. Abelardo L. Rodriguez, ex-President of the country and a prominent film executive. General Rodriguez and 20th Century-Fox recently completed an agreement for the production of films in the new medium.

'French Line'

(*Continued from page* 1)

exhibited in the Fanchon & Marco Missouri Theatre, St. Louis, indicating that the Motion Picture Association of America made several concessions to RKO Radio in authorizing the P. C. A. to reconsider the picture while a disapproved version continues on public exhibition, and without intervening action by the MPAA board.

Film Must Be Withdrawn

The Association's regulations specify that once a member company's film has been licensed for public exhibition without a Code seal, the picture cannot be reconsidered by the P. C. A. without authorization from the MPAA board, and also that such reconsideration is not to take place while public exhibition of the film continues without a seal.

However, James R. Grainger, RKO Radio president, last week instructed Fanchon & Marco to discontinue exhibition of "French Line" in St. Louis next Monday.

The P. C. A. gave notice to RKO earlier that it is subject to a fine of $25,000 for permitting the picture to be exhibited in St. Louis without a Code seal. RKO has the right to appeal that action but has given no indication of intention to do so yet.

If and when RKO officials reach an agreement with the P. C. A. on the eliminations to be made in order to qualify the picture for a Code seal, the company will screen the revised version for the Legion of Decency in New York.

Eric Johnston, MPAA president, left here for New York by plane today, declining to comment on the present status of "French Line" with the P. C. A. Also leaving for the East was Johnston's aide, Kenneth Clark.

No meeting of the MPAA board has been called in New York and there appeared to be little likelihood that one would be held immediately inasmuch as Johnston said he planned to spend only one day in New York before returning to his Washington office on Thursday.

Code Changes

(*Continued from page* 1)

little likelihood that a special meeting of the MPA board will be called to consider Code changes. It is known that the board has considered changes in the Code from time to time and that further changes were scheduled for study prior to Goldwyn's proposal. Presumably, these will be taken up at regular meetings of the directors from time to time, along with any suggestions from Goldwyn or other producers, should they be forthcoming.

New 'U' Pacts

(*Continued from page* 1)

the SEC, it was revealed that Universal's $1 common stock outstanding on Aug. 31 totalled 1,007,806 shares and on Dec. 31 there were 1,006,280 shares outstanding, exclusive of 59,000 shares held in the treasury. Warrants for the purchase of common stock at $10 outstanding amounted to 171,501 on Aug. 31 and 114,047 on Dec. 31.

During last December, the registrant purchased 59,000 shares of common on the open market for a cash consideration of $1,059,095.

M-G-M's BIG SHOW!
Starring America's No. 1 favorites!
LUCILLE BALL
DESI ARNAZ
IN
"THE LONG, LONG TRAILER"
Gorgeous in COLOR!

1924-1954
M-G-M
30TH
ANNIVERSARY
JUBILEE

BOOK IT FOR WASHINGTON's BIRTHDAY
and capitalize on $1,000,000 worth of promotion!



THE GREATEST HOLIDAY ATTRACTION IN YEARS!

NEVER BEFORE SUCH PROMOTION!

Perfect timing for Washington's Birthday!

By the utmost careful planning, every phase of the gigantic promotion of "THE LONG, LONG TRAILER" in magazines, newspapers, radio and TV and countless other outlets is TIMED TO SYNCHRONIZE WITH WASHINGTON'S BIRTHDAY BOOKINGS IN HUNDREDS OF THEATRES.

★

M-G-M MULTI-MILLION READERSHIP!

In its "Picture of the Month" Column alone more than 93 million people will see M-G-M's ad in top national magazines: *Woman's Home Companion, Collier's, Look, True Series, Good Housekeeping, McCall's, Redbook, Cosmopolitan, Parents', American, Seventeen.* Many more millions will see M-G-M's ads in all fan magazines, plus smash teaser and display ads in newspapers.

FABULOUS AD CAMPAIGN ASSIST!

The New Moon Trailer Company, Mercury Cars and Youngstown Kitchens will each run full-page, 4-color ads in: *Modern Romances, Modern Screen, Screen Stories,* Additionally, The New Moon Trailer Company will run full page ads in 4-colors topped by great display for the picture in terrific-circulation Sunday supplements: *American Weekly, American Magazine;* also *Look, Woman's Day, Family Circle, American, Argosy, Redbook, True, Mechanics' Illustrated, Christian Herald, Popular Mechanics, Popular Science, Lifetime Living.* Also, The New Moon Company will schedule local advertising to be placed through dealers at time of playdates.

★

KEY CITY OPENING BALLYHOO!

Duplicates of the exact big New Moon trailer used in the picture will be available to spark the ballyhoo launching of the

(continued on next page)

(continued)

picture in all key-city openings. Local dealers will work with M-G-M field men and theatre Managers for widest exhibition publicity in area around key cities.

★

M-G-M STARLET TRAILER TOUR!

Two beautiful starlets will make national tours, each in an exact duplicate of the New Moon trailer. Each star will make newspaper, radio, TV and other promotional publicity appearances. A New Moon representative accompanies each trailer as MC and all field men have itinerary and special kit for planning glamorous promotion.

★

NEW MOON REPRESENTATIVES READY!

See press book for 3 full pages of names and addresses of New Moon trailer dealers. Contact the one in your locality for showmanship tie-up. Inquire about display accessories available for mutual profit.

★

CO-OPERATIVE AD LAYOUT!

Co-operative ad layout in press book shows how you can get your newspaper to solicit space from local New Moon dealers, Mercury car agencies and others.

★

PHILIP MORRIS GIANT PLANS!

Philip Morris, sponsors of the No. 1 TV program "I Love Lucy" starring Lucille Ball and Desi Arnaz will promote the M-G-M movie that stars these great favorites in an unprecedented campaign.

★

TV PLUGS "LONG, LONG TRAILER" REACH 50 MILLION WEEKLY!

During February and March there will be plugs for "THE LONG, LONG TRAILER" on the TV program "I Love Lucy" over CBS-TV reaching 50 million every week. Contact your Philip Morris man for local tie-ins and dates.

★

500 FIELD MEN READY!

Philip Morris representatives will work with you. Their names and addresses are in the press book. 500 field men and salesmen are ready for you!

CARDS BLANKET NATION!

Philip Morris have prepared tie-in window cards and posters in several sizes which they will plant by the thousands in tobacco stores, supermarkets, drug chains.

★

MERCURY DEALERS ACTIVE!

Mercury car dealers nationwide will cooperate in promotion for their car used in the picture. Contact local agency.

★

7-FOOT STANDEE!

Wait till you see the smash standee, 7-feet high, 4-feet wide in 6-colors! At N.S.S. Branches. It's a wow.

★

29 NATIONAL TIE-UPS!

A list of 29 national tie-ups of Desilu Manufacturers (featuring Lucille Ball and Desi Arnaz) is shown in the press book. A wealth of promotional possibilities in this.

★

USE THE PRESS BOOK!

The showman campaign book on "THE LONG, LONG TRAILER" is a treasure chest of tie-ups, complete plans easy to apply to any situation, sock advertising.

★

EVERYTHING SYNCHRONIZED FOR HOLIDAY BOOKINGS!

Read These Trade Press Raves!
Then Call Your M-G-M Branch!

"Funniest in a long time. Figures to equal box-office sensation 'Father of the Bride'." —*M. P. Daily.* "Big box-office. Exploitation natural."—*Variety.* "Sock entertainment." —*Film Daily.* "Excellent. A rare and wonderful thing. Will attract all customers."—*M. P. Herald.* "Shrewdly timed piece of casting. Top business. Happy customers. Saturated with merchandising opportunities."—*Boxoffice.* "Hilarious comedy. Record-breaking returns."—*Showmen's Trade Review.*

★

M-G-M presents LUCILLE BALL, DESI ARNAZ in "THE LONG, LONG TRAILER" with Marjorie Main • Keenan Wynn • Screen Play by Albert Hackett and Frances Goodrich • Based on the Novel by Clinton Twiss Photographed in Ansco Color • Print by Technicolor • Directed by Vincente Minnelli • Produced by Pandro S. Berman

Para's 'Female' Has Gala Victoria Bow







DESPITE FRIGID WEATHER and the deep snow on the streets of New York, the Victoria Theatre on Times Square last night was filled to capacity with celebrities, top newsmen, columnists and film industry executives for the glittering invitational premiere of Paramount's "Forever Female," starring Ginger Rogers, William Holden, Paul Douglas and newcomer Pat Crowley. Miss Crowley interrupted a 35-city U. S. tour to act as hostess at the gala event. Among those present were, (left to right); first photo, Ned E. Depinet, former president of the Council of Motion Picture Organizations, and Mrs. Depinet. Center photo: Jan Sterling, Douglas and Charlton Heston. Third photo: Miss Crowley, A. W. Schwalberg, president of Paramount Film Distributing Corp., and Mrs. Schwalberg, the former Carmel Myers.

Para.'s 'Female' Has Its World Premiere

"Forever Female," Paramount, will begin its regular New York engagement today at the Victoria Theatre following premiere last night for an audience of more than 1,000 celebrities.

"In spite of snow and hazardous weather," the company said "the opening proved a tremendous success, marked by all the stirring excitement of a gala Hollywood-style first night, complete with a battery of arc-lights, red carpet and radio broadcasters."

Pat Crowley, new screen discovery, served as premiere hostess, flying in for the event from Washington, one of the 35 cities on her current nation wide promotion tour on behalf of the film, which she resumes today in Harrisburg, Pa. The starring cast also was represented at the opening by Paul Douglas, who attended with his wife, Jan Sterling.

The first night audience included 500 persons occupying key positions in the newspaper, publishing, television, radio and motion picture fields.

Crescent Application For Drive-in Granted

NASHVILLE, Jan. 12.—Judge Elmer Davies, in Federal Court, today granted a petition of the Crescent Amusement Co. for permission to construct a drive-in theatre on White Bridge Road, near Thayer Veterans Hospital. This was the first such application made involving a theatre site near Nashville and one of the chief questions considered was whether or not, under the anti-trust decree of March 4, 1943, such construction or acquisition of a theatre was restricted to the corporate limits of Nashville or to the "metropolitan area," which would include the White Bridge site.

Under Judge Davies' ruling apparently Crescent will have to secure court permission on any application where the site is outside the corporate limits, as he declined to rule whether the decree meant the corporate limits or a larger area.

R. E. Baulch, president of Crescent, stated that he knew "nothing at the moment to prevent proceeding with the plans for the new drive-in" following this decision. He indicated, however, that the new drive-in would not be as large as the Crescent or Skyway drive-ins now operated by the circuit in Nashville.

Republic Slates 29 Releases

(*Continued from page* 1)

appropriation of $4,700,000 has been allocated for the advertising, publicity and exploitation of the 29 pictures.

"Our faith in this industry has been substantially proved during the past year by the outstanding public acceptance of truly fine motion pictures. For this reason, Republic has searched the publishing field thoroughly for best-selling novels and has secured top box-office stars and production personnel for its new program, a majority of which will be filmed in Trucolor by Consolidated," Yates stated.

'Jubilee Trail' First

Launching the 1954 schedule will be "Jubilee Trail," a Literary Guild selection, filmed in Trucolor and starring Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton and Pat O'Brien. Joseph Inman Kane was associate producer-director.

Joan Crawford will star in her first production with a Western background, "Johnny Guitar," produced and directed by Nicholas Ray, with Sterling Hayden, Scott Brady and Mercedes McCambridge.

Other productions awaiting release in the new season's line-up are: "Make Haste to Live"; Dorothy McGuire and Stephen McNally are starred and William Seiter was associate producer-director.

"Hell's Half Acre," starring Wendell Corey, Evelyn Keyes and Elsa Lanchester, filmed in Honolulu under the direction of associate producer-director John H. Auer.

"The Outcast," starring John Derek and Joan Evans, filmed in Trucolor; William J. O'Sullivan was associate producer, William Witney the director.

"Laughing Anne," first of the productions produced and directed by Herbert Wilcox for Republic, filmed in color by Technicolor and starring Wendell Corey, Margaret Lockwood and Forrest Tucker.

"The Shanghai Story," which marks the return to production of Frank Lloyd, associate producer-director and starring Ruth Roman and Edmond O'Brien.

One Filmed in Scotland

"Trouble in the Glen," filming on which has just been completed in Scotland, with Margaret Lockwood, Orson Welles and Forrest Tucker starring. This Trucolor production is based on an adventure story by Maurice Walsh.

Augmenting the completed line-up, Republic's 1954 production program "will be the most imposing in the company's history," Yates reported. Highlighting this schedule will be a top-budget production to be directed by John Ford. "The Big Whisper," a chase story set in Berlin, to be produced there by Virginia Van Upp. "Brother Van," by Alson Jesse Smith, will be done in Trucolor. "The Life of Richard Wagner" is also slated for production. "The Passion Play" will be filmed in Trucolor.

Republic is now setting production plans for the filming of "The Vanishing American," "Santa Fe Passage," a novel which was a two-part serial in Esquire; "The Great 'H' Bomb Robbery," based on a story suggested by Bob Considine; "Man from Texas," based on the "Saturday Evening Post" serial by Bill Gulick, to be filmed in Trucolor; "The Mighty Melvin," in which Mickey Rooney will star; "Jesse James Was My Neighbor," to be filmed in Trucolor.

Also, "The Alamo," to be filmed in Texas in Trucolor; "Timber Jack," outdoor adventure story adapted from the novel by Dan Cushman, to be filmed in Trucolor on Vancouver Island; a science-fiction story titled "Tobor," which Richard Goldstone will produce.

Film Buying

(*Continued from page* 1)

atres of Michigan and Jack Kirsch of Allied Theatre Owners of Illinois, Chicago, are prime movers in the project, which has been in the planning stage for almost a year. With the participation of numerous others prominent in Allied States ranks, it is hoped to get the service into being in the near future.

Plans contemplate the start of a buying service embracing the entire Midwest, with formation of an Eastern buying service later. Eventually, it is planned, the two organizations would operate jointly and expand to provide a national film buying service.

House Group Today To Start Tax Study

WASHINGTON, Jan. 12.—The House Ways and Means Committee will start executive session work tomorrow on the technical tax revision bill.

Chairman Reed (R., N. Y.) has said that revision of corporate and excise rates would not be considered as part of this bill. While the committee as a whole could overrule him, this is unlikely.

Reed said he thought the work on the revision bill would run many weeks, making it late next month before the committee gets around to excise rates.

The technical revision bill is the product of long staff work by Treasury Department officials and members of the staff of the Joint Committee on Internal Revenue Taxation. Among changes agreed to by these groups and recommended to the committee are more liberal depreciation allowances, relief for firms with overseas branches, a start toward elimination of double taxation of corporate dividends, new rules for taxing corporate reorganizations and many other tax relief proposals.

IT'S AS BIG AS ALL THIS!



AS BIG as the plains and mountain crests that quaked beneath the fury and splendors of a land in the making...

AS BIG as the love that surged across every danger a man and woman could know...

AS BIG as the Warner Bros. Studios—the world's biggest—could make their first production in

CINEMASCOPE



THE COMMAND

IN WARNERCOLOR AND STEREOPHONIC SOUND

"THE COMMAND" STARRING GUY MADISON · JOAN WELDON · JAMES WHITMORE · WITH CARL BENTON REID · HARVEY LEMBECK · SCREEN PLAY BY RUSSELL HUGHES · PRODUCED BY DAVID WEISBART · DIRECTED BY DAVID BUTLER
MUSIC COMPOSED BY DIMITRI TIOMKIN

THIS IS ONE OF THE ADS NOW APPEARING IN THE NEW YORK NEWSPAPERS. "THE COMMAND" WILL APPEAR FIRST AT THE PARAMOUNT, N.Y. FRIDAY!

The present situation in movie censorship is a widening breach in a long-standing dike—and a satisfying release for those of us who advocate the free flow of ideas in important art and communications media.

The status quo of movie censorship has seemed unshakable. Few people have seriously questioned Federal and local laws governing the movies or Hollywood's self-imposed Production Code regulations.

them, is not disposed to enforce them too technically.

2. Samuel Goldwyn, in a letter to Eric A. Johnston, Motion Picture Association chief, has recommended that the Code be revised, and some other producers have joined their voices to his, although seven major companies recently reaffirmed their faith in the

Approval, is challenging the industry's ability to enforce the Code anyhow, whether it is revised or not.

4. Some local censorship organizations, like

an even more flexible

control.

The Production Code was adopted

imposed on the industry.

moral sanitation process originally intended to check a rising tendency toward local censorship of movies. The code

Continued on page 4, column 3

National Pre-Selling

"'THE Glenn Miller Story,'" reports the motion picture editor in the current issue of "Look," "is based on the life of bandleader Glenn Miller, scholarly musician who plugged away for years to discover a "sound" that would convey his feelings about jazz. When he found it, after organizing his third band in 1937, he introduced a crisp style of dance music cherished as a jazz classic."

Mrs. Glenn Miller, who supervised the script, was determined that the movie should present her husband as he was—"a serious musician with real talent and without frills."

•

"Miss Sadie Thompson's" star, Rita Hayworth, is spotlighted in a beautiful full color ad, promoting Lustre Creme Shampoo in "Woman's Home Companion's" January issue.

In the same issue, "Escape from Ft. Bravo," "Botany Bay," "Sins of Jezebel" and "Give A Girl A Break," are among the pictures recommended to "Companion" readers.

•

One of the promotional aids for exhibitors that M-G-M has planned for "The Long, Long Trailer," starring Lucille Ball and Desi Arnaz, are the "Picture of the Month" column ads which reach more than 93 million persons. These ads will appear in "Woman's Home Companion," "Collier's," "Look," "True Stories," "Good Housekeeping," "McCall's," "Redbook," "Cosmopolitan," "Parents," "American Magazine" and "Seventeen."

•

The winner of the "Gold Medal Award" contest announced in the February issue of "Photoplay" will be invited to the annual award dinner on March 8 in Hollywood. The winner will spend a two-day holiday in the Arrowhead Springs Hotel, and among other gifts will receive an evening gown designed by Charles Le Maire, the designer of gowns for the stars of "How to Marry A Millionaire."

•

"Hondo," "Rob Roy," "Cease Fire" and "Money from Home" are among the pictures reviewed in the February issue of "Seventeen." Photographs taken on the production sets of these films are used to illustrate each review.

•

"Escape from Fort Bravo's" star, William Holden, told Louella Parsons in an interview reported in "Pictorial Review's" Jan. 10 issue, that of all the pictures he has been in, "Escape from Fort Bravo" meets the approval of his sons. Bill said it is because "it has Indian battles, gun fights, and I have a role that will show the kids Gary Cooper and John Wayne aren't the only ones who can ride bareback and are quick on the draw."

•

"Knights of the Round Table," M-G-M's first production in CinemaScope, is advertised on the table of contents page in "McCall's" January issue.

•

"Walking My Baby Back Home," "Kiss Me, Kate," "The Joe Louis Story" and "The Robe," are recommended by Florence Somers in "Redbook's" January issue.

WALTER HAAS

Reviews

"Crime Wave"

(Warner Brothers) *Hollywood, Jan. 12*

"DRAGNET," the Jack Webb television and radio show, has so faithfully acquainted the American public with Los Angeles as a hotbed of crime and as the ablest-policed city in the nation that this melodrama, which is not formally related to or connected with "Dragnet" in any way, although actually enough like it to be blood brother, has a ready-made public waiting for it. Whether this circumstance is good or bad as to box-office is a matter that could be debated at length, at even-money, and will be decided by that public in its own way and time. The top names here are Sterling Hayden, powerful as the Los Angeles detective; Gene Nelson (not dancing) as an ex-convict determined to stay clean, and Phyllis Kirk as the latter's wife. Ted de Corsia and Charles Buchinsky play vicious escapees as viciously as anybody could want them played, and Jay Novello is similarly effective as an alcoholic veterinarian with a stretch in the big house behind him. It opens with a successful stickup of a gas station and closes with an unsuccessful stickup of a bank—both grim, cold-blooded and convincing.

The script is by the experienced Crane Wilbur, whose avocation is penology, and it derives from a "Saturday Evening Post" story by John and Ward Hawkins, via adaptation by Bernard Gordon and Richard Wormser. Direction is by Andre de Toth, who manifests here a sense of tempo not previously noted. The production is the work of the Bryan Foy who got himself a reputation earlier in life as the man who could whip up a copper-robber film faster'n anybody.

In this story, Nelson, former convict gone straight, is visited at night by a dying escapee who, with his pals, de Corsia and Hastings, has just held up a gas station and killed a policeman. Hayden, hard-headed detective, puts all possible pressure on Nelson to make him tell where the other two killers are, which Nelson doesn't know, and after Hayden stops pressuring him the missing killers turn up, take Nelson and his wife under duress, and plan a noon-day stickup of the Bank of America in Glendale. Nelson pretends to fall in with their plans, and goes along as getaway-car driver, but has managed previously to tip the police, who are prepared for the try.

Los Angeles, by the way, is not as dangerous to live in as painted here, and is even better-policed (Chamber of Commerce please note).

Running time, 74 minutes. General audience classification. Release date, March 6.

WILLIAM R. WEAVER

"Personal Affair"

(Rank-United Artists)

FLAWLESSLY directed and acted, "Personal Affair" has no light moments to bring relief from an excursion into gloom. It is heavy drama and because of its quality it should do well in specialized houses and with adult audiences.

Based on a stage play by Lesley Storm, who also wrote the screenplay, "Personal Affair" has very little of the staginess sometimes found in such adaptations. Its basically simple story tells of a teen-age girl, in a small, stuffy English town, who becomes infatuated with her teacher. When confronted by his wife, the girl runs off and he follows her to explain how hopeless her situation is. When the girl doesn't return home, the gossip begins and the rumors run rampant. He is accused of any number of lurid crimes and, despite the lack of any evidence, his marriage and career are very nearly ruined until the girl returns three days later and clears the air.

The girl's family and their reactions are particularly well detailed. The father, an intelligent man, is torn between his parental love and his basic wisdom. And the girl's aunt, a neurotic old maid who also had a hopeless love affair years previously, appears rather morbidly pleased with the situation. As Walter Fitzgerald and Pamela Brown enact these roles, they are wonderful character studies.

The stars of the film are Gene Tierney, Leo Genn and Glynis Johns. Miss Tierney, as the wife, gives one of her better performances, and Miss Johns, although playing a small role as the girl, details her unhappy state most convincingly. It is Genn, though, as the man caught in a situation not of his own making, who gives the outstanding performance. It is a difficult role and his honest portrayal adds to the overall quality of the picture.

Antony Darnborough produced this presentation of the J. Arthur Rank Organization, which was smoothly directed by Anthony Pelissier.

Others in the cast are Megs Jenkins, Michael Hordern and Thora Hird.

Running time, 82 minutes. Adult audience classification. January release.

Arnall Will Address The MPIC on Feb. 10

HOLLYWOOD, Jan. 12.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, has accepted the invitation of Arthur Freed, president of the Motion Picture Industry Council, to address the MPIC, and executives of MPIC constituent organizations, on "Inducements to Overseas Production" inherent in quotas, currency restrictions, and other regulations imposed by foreign governments. The meeting to be addressed by Arnall is set for Feb. 10.

B'way Stage Coach For 'Command' Bow

An authentic stage coach, drawn by four horses, will bring to the Paramount Theatre here on Friday a group of guests to attend the world premiere of Warner Brothers first CinemaScope production, "The Command," a story of the old West starring Guy Madison, Joan Weldon and James Whitmore.

The program of special events planned for the premiere will start at 6:00 P.M., with the Paramount box-office opening at 5:30 for general admission ticket sales at regular prices.

Polaroid Lists 3-D Factors Which Aid Medium's Popularity

Better pictures, better projection and better viewers were cited yesterday as three factors that are said to have re-established 3-D as a box-office attraction in the United States.

Asserting that 3-D had finally "found a secure place as a medium to enhance entertainment values," J. Harold Booth, executive vice-president of the Polaroid Corp., stated that the current release of such pictures as "Kiss Me Kate," "Hondo," and "Miss Sadie Thompson" marks the beginning of the third phase in the history of 3-D entertainment which first captured the public imagination a year ago, and then had a sharp decline in popularity due to hastily-produced pictures, faulty projection and uncomfortable viewers.

Quotes 'Wall Street Journal'

Today, Booth pointed out, first-rate Hollywood productions have restored 3-D to a position where the "Wall Street Journal" estimates its box-office advantage at 15 per cent or more, with many 3-D engagements running as much as 60 per cent ahead of conventional film showings. Top box-office stars of the calibre of Rita Hayworth in "Sadie Thompson" and Jane Russell in "French Line" have taken on a new excitement in 3-D. Five thousand U. S. theatres are now equipped for regular 3-D projection, he added, and Hollywood has ready for release in early 1954 more 3-D features than were shown throughout the entire preceding year.

"The creative people of Hollywood," Booth declared, "have begun to think in terms of the new realism that depth provides, and are taking advantage of the unique—and unlimited—entertainment opportunities that 3-D makes possible." At the same time, he added, increased technical know-how has vastly improved the quality of stereophotography.

Cites Improved Projection

The standards of projection have also been immeasurably improved, he said, due in large measure to the Polaroid technical service program, by which almost 1,000 synchronization units have been supplied to theatres throughout the country. M. D. O'Brien, director of projection and sound for Loew's, is said to have credited the Polaroid equipment with "revolutionizing 3-D projection by making possible almost instant corrections in sync that otherwise would seriously impair the quality of the image on the screen," adding that he has received letters from exhibitors across the U. S. praising the results they have had with the new devices.

'Pinocchio' Drive on National, Local Scale

Six major national tie-ups, in addition to hundreds of merchandising tie-ups have been made by RKO Radio for "Pinocchio," Walt Disney's all-cartoon film with color in Technicolor, which RKO will re-release next month.

In a national tie-up with RCA Victor, the April issue of "Women's Home Companion" will feature a "Pinocchio Play Room" in a two-page spread.

Other national tie-ups have been arranged with Peters Shoe Co., Jackson & Perkins Co. and K. J. Quinn & Co.



The crazy-mixed-up "Born Yesterday" cutie . . . in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

Set Film Festivals In South America, Europe for 1954

ROME, Jan. 9 (By Airmail).—The schedule of international exhibits for 1954 film festivals has been set by the board of directors of the International Federation of Film Producers Association.

In Class A, which embodies competitive exhibits, the festivals will be held in Cannes from March 25 to April 9 and in Venice from Aug. 25 to Sept. 10. In Class B, non-competitive international exhibit festivals will be held in Sao Paulo, Brazil, from Feb. 12 to 26; in Mar Del Plata, Argentina, from March 7 to 16; in Berlin from June 18 to 29 and in San Sebastian from July 10 to 27. Exhibits of special films, which constitute Class C showings of sports pictures will be held in Cortina D'Ampezzo, Italy, in February and of tourist pictures in Bruxelles, Belgium, in October. The Class D or national exhibits will be held in Punta Del Este, Uruguay, from March 1 to 7; in Locarno, Switzerland, in July, and in Cairo in October.

The board also voted to promote the production and free exchange of pictures for children among the countries which are interested in this problem. The decision was adopted by France, Germany, Spain and Italy. Great Britain and Sweden will give an answer after a study of the question.

K.C. Curfew Asked; Would Hurt Theatres

KANSAS CITY, Jan. 12.—Difficulties to managers of motion picture theatres in the event that a proposed curfew law be enacted here have been pointed out by the "Kansas City Star." The proposed curfew would require all persons under 17 years of age to be off the streets from midnight until 5:00 A. M. Managers of motion picture theatres would have to clear the house of such persons before midnight or be guilty of a misdemeanor. It would be necessary for managers, as a precautionary measure, to ascertain the ages of young persons in the house some time prior to midnight.

Collins Again Loew's Publicist in Toronto

TORONTO, Jan. 12.—Gerald Collins, manager of Loew's Uptown Theatre here, has been designated by Charles E. Kurtzman, Loew's Northeastern division manager, to resume his former post as publicist for the two Loew's theatres in Toronto. Collins will succeed James McCracken, who has resigned to join Universal Pictures of Canada.

Gerald Mooney, for several years assistant manager of Loew's Theatre in London, Ont., has been promoted to the managership of the Uptown here.

McPherson in Smith Post

BUFFALO, Jan. 12.—Howard McPherson, for 15 years with Monogram here, has been named Syracuse representative for RKO Radio, working out of the local branch. He succeeds Ed Smith, for 15 years a member of the RKO sales force, who is retiring and will reside in Florida.

Asides & Interludes

—by James Cunningham



WE profusely apologize for our inability to display more vividly the plentiful pulchritude of the world's most famous dancers, Radio City's Rockettes; their gams, etcetera. But, darn it, science calls our attention in these scopic days to the WORLD'S LARGEST SCREEN, at New York's Music Hall, where Magnaglow-Astrolite built a piece of cloth, plastic and silver 70 feet wide and 28 feet high, covering an area of 1,960 square feet, to introduce Metro's "Knights of the Round Table,' which put Nick Schenck in the CinemaScope business.

P. S. Will the Wolves please stay away from that gal over near the end? After all, there are 36 on that Music Hall stage. The Music Hall screen is not curved; the girls are.

▼ ▼ ▼

The long, hard-stone road pointing toward the elimination of discrimination, swerved in the right direction, the other day, when the austere board of directors of the Hotel Association of New York City agreed to allow members of the Radio, Newsreel & Television Working Press Association who are assigned to cover events at hotels, to go in the front entrance and use the passenger elevators.

Heretofore, in many hotels, the guys lugging the gear, had to use back entrances and ride freight elevators to reach celebrities, many of whose facial contours, cheese-cake gams, and low-cut necklines were not worth the effort in the first place.

▼ ▼ ▼

This item is not new, stemming from an interview with Eric Johnston on his return from his last trip abroad. But it is pertinent, very pertinent.

How do Italians get such realism in their pictures? Johnston was asked.

"They use dirty lenses," he replied.

Will the technical sections of the Academy of Motion Picture Arts and Sciences, and the American Society of Cinematographers and all of the Cameramen's Unions please assemble, pronto, to discuss how we can get more realism in our pictures by dirtying the lenses.

Directly after the subject has been disposed of, we shall take up the matter of cleaning the lenses and dirtying the pictures.

▼ ▼ ▼

When the duPont people down in Delaware aren't making with dynamite and motion picture film they're making with statistics, the latest of which should encourage persons in the film business who bemoan the shortage of product. Do you, Mr. Exhibitor-complainer-of-rising-film-rentals know—and we have duPont's word for it—that egg production per hen is 71 per cent above the 1910 average?; that milk production per cow has increased 88 per cent?; that pork production per pig has shown a 30 per cent gain since 1910?

DuPont also reports—on the richer side—a 300 per cent increase in the manufacture of fertilizer.

▼ ▼ ▼

Estelle Stevens has opened a studio in New York's Carnegie Hall to promote "Natural Breathing Exercises for Voice Placement" for singers, speakers, announcers, salesmen, professional and business people. Are you suffering from anexemia? Do you lack oxygen? Do you need raw oxygen to revive you from exhaustion? See Miss Stevens, and take along a hundred bucks for her fee. That'll take your breath away.

▼ ▼ ▼

Bruce Trinz flashes word from Chicago that pedestrians on South State Street are getting a chuckle out of the sign under the marquee of the Rialto Theatre, which closed New Year's Day and is being dismantled. The sign reads, "Rialto Theatre Presents Speedway Wrecking Co., Greatest Stripper of them All."

Install CinemaScope In Three Theatres Of British Circuit

LONDON, Jan. 12.—Three of the key theatres of the Essoldo Circuit have been equipped with CinemaScope for early February bookings of "The Robe" and "How to Marry A Millionaire," Sol Sheckman, managing director, announced.

The 100-theatre circuit is the third largest in this country, and the largest independent circuit here. Houses CinemaScope equipped are the 1,926-seat Troxy at Portsmouth; the Essoldo, Brighton, 1,877 seats, and the Essoldo, Stockport.

Sheckman said he had the greatest faith in the ability of CinemaScope to "revive and rejuvenate theatre business" in this country as it is doing in other parts of the world.

While negotiations for additional installations are continuing on all sides, 20th Century-Fox has firm contracts for CinemaScope openings in around 60 theatres by the end of February.

Asks Special 'Oscars' For 'Trail-Blazers'

HOLLYWOOD, Jan. 12.—More special "Oscars" for those who open new production frontiers were urged by director Hugo Fregonese in an address before UCLA's drama department.

Fregonese cited George Pal as a "genuine industry pioneer" for the producer's achievements in the science-fiction field. A special production award for such men as Pal by the Academy of Motion Picture Arts and Sciences, he argued, would encourage other forward looking executives.

Fregonese, whose recent directorial job, "The Man in the Attic," is a current release, has just launched the filming of "The Raid" for Leonard Goldstein's Panoramic Productions.

Cifre Retires, Sells Firm to 3 Employes

BOSTON, Jan. 12.—After 49 years with New England theatres, Joe Cifre, equipment dealer, has retired and has sold his business to three employes, Dave Fox, Art Porter and Mack Paul. Cifre and Mrs. Cifre are moving to Coral Gables, Fla.

Cifre is a member and past president of Local No. 182 and has long been active in the charitable endeavors of the Variety Club of New England. A farewell luncheon will be given for him later this month by the Variety Club.

Canadian Imports In A Sharp Rise

OTTAWA, Jan. 12.—Canadian film imports in the first three-quarters of 1953 advanced sharply to $5,791,000 compared with $4,718,000 in the corresponding period of 1952, the Canadian government discloses.

Film imports have been rising in value steadily in recent months, the report discloses, increasing to $632,000 in the ninth month against $619,000 in the preceding month, $599,000 in the month before, and $533,000 in the ninth month a year ago.

No Decree Changes Sought

Justice Won't Reopen Para. Consent Edicts

(Continued from page 1)

distributors and exhibitors are intra-industry problems in which the Federal government should not be directly involved. He said he understood that "serious attention is again being given to working out arbitration methods and, personally, I hope they are not long delayed."

The subcommittee report last year made two major recommendations: for an intra-industry arbitration system and for tougher action by the Justice Department to enforce the consent decrees.

Barnes, in his letter, pointed out that the subcommittee had asked whether the Anti-Trust Divison thought it advisable to petition the courts to amend the consent judgments. "The courts have been reluctant," Barnes replied, "to amend judgments entered in anti-trust suits without a very strong showing of a change of circumstances or that the amendments are necessary to effectuate their basic purposes. We are doubtful that on the basis of the operation of the judgements so far such a showing could be made."

Familiar With Film Case

Barnes also said that the Department has no plans to ask the Federal Trade Commission to investigate the way film companies are complying with the consent judgment. He emphasized that the Anti-Trust Division has had long experience with the film case, and that the FTC had more than enough to do watching other industries in which it had more experience.

The Barnes letter, dated Nov. 17, 1953, also declared that the Department had studied the subcommittee's hearings in detail and could not find any substantiated evidence to indicate violations of the consent judgments. It said some of the witnesses made charges which, if supported, would indicate violations, but that most of these charges were answered by other testimony.

The Anti-Trust Division has given much study, Barnes said, to the pre-release practice and to whether this practice involves fixing admission prices and unlawful clearances.

"We do not believe," he declared, "that the pre-release of a given picture necessarily involves the fixing of admission prices or the granting of unlawful clearances, but we do believe that there are dangers in the practice and we therefore wish to elaborate on this matter considerably."

The letter cited RKO instructions to sales personnel for "Peter Pan" and "Hans Christian Andersen." It said RKO used a perferred licensing method under which salesmen were to try and get license fees for the picture equal to the aggregate of certain stated amounts for each child and each adult admitted to each performance. It is the Department's opinion, Barnes declared, that this method "does not constitute the fixing of minimum prices for admission by the parties to the license agreement and hence it is a proper method by which to determine the film rental to be paid by an exhibitor to the distributor."

Sees Information as 'Germane'

Barnes said meritorius pictures are usually licensed on the early runs on the basis of a percentage of box office receipts, and that obviously the admission prices which the exhibitor expects to charge have an important bearing on the amount the distributor gets in rentals. "Therefore," he said, "when a distributor asks an exhibitor for this information for the purpose of evaluating the exhibitor's bid, this does not, without more, constitute the fixing or admission prices, for the information is germane to such an evaluation. However, the exhibitor cannot be required to charge the admission prices which he advised the distributor he proposed to charge. That would be the fixing of minimum admission prices."

The anti-trust chief added that while the theatre owner is free to change his mind, "considerations of good faith and even of self-interest in maintaining good distributor relationships" would probably induce him actually to charge the priee he quoted to the distributor.

Distributor knowledge of the price the exhibitor is going to charge also affects the Paramount decree provision calling for theatre by theatre licensing without discrimination, Barnes continued. He gave as an example a case where three competing theatres bid for a desirable picture and could be expected to raise their admission prices in varying amounts.

'Must Evaluate the Bids'

Barnes said if the distributor doesn't know what eaeh theatre proposes to charge, he must evaluate the bids as best he ean. Quite likely the best bid will not be aceepted, he eontinued —yet the distributor can hardly be charged with discrimination.

The Paramount judgments enjoin unreasonable elearance and elearanee between theatres not in substantial eompetition, Barnes said.

Whether the pre-release practice violates the judgments, he added, depends on whether there is an agreement between the distributors and the licensing exhibitors that the pictures will not be shown for a period of time in other theatres. "Since the distributors, when pre-releasing a picture, have refrained from speeifying how long a time must elapse between the pre-release run of the picture and other runs in other theatres," Barnes stated, "it cannot be categorically stated in the absence of proof of such an agreement that the pre-release practice involves the granting of improper clearances."

Barnes said he would also like to discuss "what we believe to be the dangers in the pre-release practice." He stated that some exhibitors claim they are subjected to pressure by distributors to fix their admission prices at certain levels for pre-release pictures, and that if they resist this pressure they do not get the films. "Whenever any picture is pre-released, there is a serious danger that conduct may take place from which agreements between the distributor and exhibitors relating to admission prices can fairly be implied," he wrote. He said there was a similar danger that the pre-release practice might involve conduct from which agreements on illegal clearance arrangements might be implied.

Points to Pre-Releases

"During approximately the last two years, the number of pictures pre-released has increased," Barnes said. "This is of some concern, for such increase accentuates the dangers we have referred to. It accentuates them because the opportunity for conduct resulting in expressed or implied agreements between distributors and exhibitors relating to admission prices and the time when a distributor will license other runs is obviously increased. Moreover, it also accentuates them because the very fact that a large number of pictures are being pre-released, which play at only advanced prices and which are licensed for other runs only after a period of time substantially in excess of when they would normally play on such runs, tends to establish a pattern of doing business on the part of the distributors which of itself furnishes some basis for inferring a purpose to enter into agreements with exhibitors to fix admission prices and to grant improper clearances."

Several Points Treated

Other points in the Barnes letter were these:

¶ Ruben Shor had no further trouble over "Peter Pan" prices with RKO or Walt Disney Productions following a letter from Justice to RKO and inquiry by RKO to Disney. RKO also advised Justice that because of the Shor incident and because of a statement by Samuel Goldwyn concerning admission prices for "Hans Christian Andersen," RKO reviewed the entire subject and then issued new instructions to their salesmen emphasizing that there were to be no agreements or understandings with exhibitors with respect to admission prices.

¶ Seventeen eomplaints from exhibitors were received by the Department between July, 1953, and November 17, 1953, when the Barnes letter was written. Many of these, the Department deeided after study, "properly should be left for determination by negotiation between the parties eoncerned."

¶ Six Department attorneys are currently spending all or substantially all of their time on film matters, and five others spend part of their time in this field. "On the basis of the personnel we now have, we believe at least a fair share of such personnel have been assigned to motion picture matters," Barnes said.

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UK Tax Meet

(Continued from page 1)

a proposed new scale of taxation. It contemplates tax relief to theatres in the amount of £7,416,000. The Association anticipates a six per cent decline in attendance this year and estimates accordingly that the actual relief, therefore, will approximate £7,000,000.

The proposed scale aims to benefit cheaper-priced seats; it is claimed that 84 per cent of the tax benefit would accrue to seats up to and including 2s 3d.

Eady Fund a Sore Point

The Eady Fund remains a subject of contention in the campaign for tax relief. Producers insist upon an Eady yield of £3,000,000 minimum whereas, actually, only £2,300,000 is in view. Exhibitors counter that they must have £7,000,000 in tax relief to operate in the black and are not disposed to guarantee anything the box office does not yield.

Also, C. E. A. has told the distributors that unless they abandon their present break-figure position, tax remission may be endangered.

N. Y. Bill Calls for 'Polaroid' Notice

ALBANY, N. Y., Jan. 12.—Assemblyman Daniel M. Kelly, New York Democrat, today introduced a bill which would require theatres, when showing 3-D films, to post a sign "at least one foot high," at or near the box office stating "Polaroid Glasses Required to View Picture."

He explained this legislation is required due to the current influx of many types of what appears to the viewer to be three-dimensional pictures, some of which can be viewed without the use of special glasses and others of which can only be seen by use of Polaroid glasses."

Amending the general business law, the measure would take effect immediately.



FLY TWA to EUROPE and SAVE!

Hotels are uncrowded, your dollars buy more and during Thri t Season (Nov. through March 31) you save up to $101 on TWA round-trip tickets to Europe. See your travel agent or call TWA, Trans World Airlines.

... ONE FOR ME, AND ONE FOR THE WIFE. I'M PLAYING * CINEMASCOPE PICTURES NOW!!



* Have you seen the grosses, in theatres large and small, on 20th's "THE ROBE," "HOW TO MARRY A MILLIONAIRE," "BENEATH THE 12-MILE REEF" and "KING OF THE KHYBER RIFLES"!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 9 NEW YORK, U. S. A., THURSDAY, JANUARY 14, 1954 TEN CENTS

Okay Proposals

Compo Votes To Expand Its Press Relations

Agents for N.Y. and D.C.; Tax Drive Is Stressed

The Council of Motion Picture Organizations' governing committee yesterday voted to expand its press relations to put the industry's message on a firmer foundation, especially as it relates to the campaign to repeal the 20 per cent admission tax. The COMPO triumvirate accepted most of the recommendations by its public relations committee, voting to engage a press contact in Washington and New York and to begin an advertising campaign in "Editor & Publisher."

A proposal to appoint a press representative in Hollywood to operate under the Motion Picture Industry Council was deferred temporarily because it was believed that all efforts should be directed toward the tax campaign.

A budget, the amount of which was not revealed, was adopted by the

(*Continued on page 6*)

Slate Theatre TV Show of 'Trotters'

The first theatre TV presentation of "The Harlem Globetrotters" is tentatively slated for Feb. 18 from Dallas, it was disclosed here yesterday by Bill Rosensohn, vice-president of Box-Office Television.

Rosensohn said he will soon begin lining up theatres for the basketball series, indicating that if enough theatres book the event the series will be launched on Feb. 18.

Meanwhile, he announced that Peter Strand, executive producer of WXYZ,

(*Continued on page 6*)

Offer New Conversion Plan for Drive-ins

OMAHA, Jan. 13. — Owners of drive-in theatres using the Boyer outdoor screen towers will be able to convert for the showing of wide-screen pictures with the use of prefabricated wing sections of eight and 12-foot widths now being offered by the Ballantyne Co. The manufacturer points out that while conversion can be accomplished by other methods, the cost will be higher than by the use of

(*Continued on page 6*)

China OK's Imported 'Progressive' Films

"Progressive" motion pictures from non-Communist countries may be imported into China in accordance with a ruling just issued by the Chinese government. Reports current here yesterday indicated that the ruling stipulates that the total number of imported films may not exceed the total of Chinese productions and that the imported films must be "progressive" in character.

American films and those from other non-Communist nations have been barred in the past from Communist-controlled China.

Excise Bills Are Delayed

WASHINGTON, Jan. 13. — The House Ways and Means Committee today voted to put off any action on excise and corporate tax rate bills until after it finishes work on the technical tax revision bill.

An executive session voting on the technical revision bill, which started today, is expected to last well into February. The committee decision today thus confirms early reports that it will be late February before the lawmakers get around to considering the admission tax and other excises.

Chairman Reed (R., N. Y.), em-

(*Continued on page 6*)

Paramount Retains Production Level With 10 in Work

HOLLYWOOD, Jan. 13. — Ten Paramount productions are currently before cameras or are in editing stages, indicating the high level of production that Paramount is maintaining, the studio disclosed here today.

Filming is now underway on the following: "The Bridges At Toko-Ri," William Perlberg-George Seaton version in Eastman color of James Michener's novel. The picture stars William Holden, Grace Kelly, Fredric March and Mickey Rooney. "Mambo," which is being filmed in Rome and Venice with Silvana Mangano, Shelley Winters, Vittorio Gassman and Katherine Dunham as stars, has Robert Rossen as director under the Ponti-DeLaurentiis production banner. "Rear Window," Alfred Hitchcock production starring James Stewart, Grace Kelly and Wendell Corey in

(*Continued on page 6*)

20th-Fox Recruiting Talent for Shorts

HOLLYWOOD, Jan. 13. — Top studio talent is being recruited by 20th Century-Fox to produce in CinemaScope and color by Technicolor, a varied program of short subjects ranging from travel, spectacle and special events to musical specialties.

Production chief Darryl F. Zanuck has placed Otto Lang in charge of the CinemaScope short subjects department, and the first short in the

(*Continued on page 6*)

He's Confused

D. of J. Letter 'Meaningless,' Says Myers

Senate Group Will Decide On Future Action Shortly

WASHINGTON, Jan. 13. — Expressing a sense of confusion over Assistant Attorney General Stanley Barnes' letter to the Senate Small Business Committee, released here yesterday for publication, regarding industry trade practices, Abram F. Myers, general counsel of Allied States Association, stated today that "it does nothing to dissipate the fog that is slowly enveloping Washingon."

"From the letter," Myers continued, "I do not know whether the Department of Justice thinks pre-releases are unlawful or not. I cannot get disturbed about the letter because apparently it doesn't say anything or mean anything."

In the wake of the Justice Department's letter, one official summarized the Department's stand as follows: "The Department feels that obviously all

(*Continued on page 4*)

20th Stand on Stereo Remains Unclarified

The attitude of 20th Century-Fox toward the presentation of "The Robe" in Walter Reade's Community Theatre in Morristown, N. J., without stereophonic sound but using a "mixer" to channel the four sound tracks through a single horn, remains unclarified. Meanwhile, Reade is reported to be preparing to install the "mixers" in his theatres in Perth Amboy and Kingston.

In commenting on the Reade installation, Wilbur Snaper, president of Allied States Association, in a bul-

(*Continued on page 6*)

United Artists Gets Another Picture

United Artists has concluded an agreement with producer Reginald Le Borg under which U. A. will release "The White Orchid," scheduled to start production next month in Mexico, it was disclosed yesterday by Arthur B. Krim, company president.

To be filmed in Eastman color and

(*Continued on page 4*)

No Time Wasted

Legislators Now Hearing KMTA Tax-Repeal Plea

KANSAS CITY, Mo., Jan. 13.—Exhibitors belonging to the Kansas-Missouri Theatre Association already have begun contacting their Congressmen and Senators on behalf of the campaign to lift the 20 per cent Federal admission tax.

This was conveyed to a KMTA board of directors meeting here today by J. A. Becker, general chairman for the COMPO tax repeal campaign in this area.

Meanwhile, it was announced that the spring drive-in operators meeting sponsored each year by KMTA, will be held March 9-10 in Kansas City. The location not yet designated. The board also named Stanley Durwood and John Basham as co-chairmen for arrangements. The board asked C. E.

(*Continued on page 6*)

N. J. Allied Sets Back Meet to 25th

Annual membership meeting of Allied Theatres of New Jersey in Trenton, scheduled for the Stacy Trent Hotel on Jan. 18, has been postponed until Jan. 25. Legislative measures are expected to highlight the discussions.

Personal Mention

GEORGE WELTNER, president of Paramount International, left New York yesterday for Los Angeles en route to Honolulu on the first leg of a round-the-world tour of the company's branches.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, will discuss "Movies, Morals and Censors" on the Martin Agronsky program over the television network of American Broadcasting next Wednesday. JOHNSTON will leave New York today for Washington.

•

ABE BERENSON, president and national director of Allied Theatre Owners of the Gulf States, and T. G. SOLOMON, treasurer, will leave New Orleans early in February for Cincinnati.

•

JOE FRIEDMAN, of the Warner Brothers home office field exploitation department, has left here for Iowa and Missouri.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has arrived in Chicago from Des Moines, enroute to New York.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity department manager, will leave here today for Miami.

•

WALTER GOULD, foreign film distributor, has returned here from Hollywood.

•

ALBERT MARGOLIES is in Boston from here on premiere details for "The Living Desert."

•

JOSEPH A. WALSH, Paramount Pictures branch manager in San Francisco, has left there for Portland, Ore.

•

AL LICHTMAN, 20th Century-Fox director of distribution, returned here yesterday from the Coast.

•

CHARLES SMADJA, Continental manager for United Artists, has arrived in New York from Paris.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, has returned to New York from Europe.

•

WILLIAM J. GERMAN, now in Hollywood, is scheduled to leave there the end of next week for Honolulu.

•

GEORGE J. SCHAEFER has returned to New York from a Florida vacation.

'Fake' and 'Love' in 28 N.Y. RKO Houses

"The Fake," United Artists, starring Dennis O'Keefe and Colecn Gray, is now running in 28 RKO theatres in the Metropolitan area as companion feature to Roberto Rossellini's "The Greatest Love," starring Ingrid Bergman. "The Fake" was produced by Steve Pallos in London.

AFM Pact Extended Pending Jan. 25 Meet

Negotiations on a new studio contract with the American Federation of Musicians will get underway in Miami on Jan. 25, as scheduled.

Heading the AFM team will be James C. Petrillo, president, while the studios will be represented by Miami vacationing company presidents or company designates. Two years ago the vacationing presidents who participated in the AFM talks included Nicholas M. Schenck of Loew's, and Barney Balaban of Paramount. Slated to represent Universal at the projected current talks is J. J. O'Connor, vice-president. The current pact, which expires tomorrow, has been extended another 30 days, pending negotiation of a new agreement.

Meanwhile, Petrillo held preliminary talks with radio and TV network representatives here yesterday. The AFM contract with the radio and TV networks expires on Jan. 31.

Walker Coming Here For Product Confabs

Card Walker, Walt Disney's studio advertising-publicity head, will arrive in New York Monday to meet with Leo Samuels, Disney worldwide sales manager; Charles Levy, eastern publicity director, and Mervin Houser, RKO Radio Eastern advertising-publicity director, on forthcoming Disney promotions.

Chief topics will be the month's tour by Roy Williams, Dave Detiege and Al Bertino, Disney artists, who will travel through New England on behalf of "Pinocchio" beginning Jan. 24, and "Rob Roy," which will open Feb. 4 at the Criterion here.

S-W Still Must Sell 4 Connecticut Houses

HARTFORD, Jan. 13. — Stanley Warner Theatres has dropped its lease on the Tremont Theatre at Ansonia, reducing the number of Connecticut theatres to be divorced under the divestiture to four. The four are the Capitol, Danbury; Circle, Manchester; Palace, Torrington, and Gem, Willimantic.

In all five cities, the S-W interests control other theatres.

Pick Top Swedish Film

The Nosttam Award, given in Stockholm, Sweden, every January to motion picture leaders in each of three categories—best Swedish-made film, best performance and best box-office grosser—has been won this year by "Illicit Interlude" and its star, May Britt. Selections are made by the Scandinavian National Newspaper Association through a poll conducted by newspaper critics and exhibitors throughout Sweden.

Canada Pioneers to Meet

TORONTO, Jan. 13.—The annual meeting of the Canadian Picture Pioneers will be held on Jan. 20 at the King Edward Hotel here. N. A. Taylor, president, is chairman. The meeting will be followed by a banquet.

Joseph to Address Showmanship School

John Joseph, advertising-publicity director for Stanley Warner Cinerama, tonight will address the eighth session of the 1953-54 Showmanship School conducted by the Associated Motion Picture Advertisers, it is disclosed by Lige Brien, AMPA president, and Maurice Bergman, Showmanship School chairman.

Joseph will speak at the United Artists home office Prevue Theatre. The session will begin at 6:15 P.M. His subject will be: "New Screen Techniques and their Effect on Advertising."

Mexican Production Headed for New High

MEXICO CITY, Jan. 13. — Production this year promises to reach a new high of 144 pictures, according to the program announced by Cesar Santos Galindo, president of the Producers Association. The 1953 output was only 78, mostly because of long strikes. In 1951, production hit 126, very few of which were successful. Galindo revealed that 10 U.S. companies are interested in producing in Mexico this year but they have not yet decided just how many pictures they will make.

The Mexicans have arranged a $6,500,000 investment for pictures they will make in 1954. Their 1953 outlay was $3,600,000. The trade, generally, is optimistic about the production program for 1954, seeing a greater stress on quality and a better conditioning to service domestic and export markets.

Two-Day Iowa Fete Honors Glenn Miller

CLARINDA, Ia., Jan. 13.—A two-day celebration honoring the memory of the late Glenn Miller wound up here today with the dedication of the $100,000 Glenn Miller Armory by Gov. William Beardsley of Iowa and a preview of "The Glenn Miller Story." Present for the film's preview were James Stewart, who plays the part of Miller; Mrs. Stewart and Mrs. Lou Miller of Greeley, Colo., mother of the orchestra leader.

A caravan of local dignitaries met the Hollywood contingent and Mrs. Miller west of the town Tuesday and entertained them at a press and radio dinner.

Today the Stewarts and Mrs. Miller visited Glenn's birthplace here, and the rural school where his mother taught, as well as other localities familiar to Miller during his boyhood.

Send-Off for Cifres

BOSTON, Jan. 13.—A farewell party will be held Sunday evening in the Variety Club rooms here for Joe and Marion Cifre. Cifre, equipment dealer who is retiring and moving to Florida after 49 years in the business, has been well known here through the years for his charitable endeavors.

'Boy from Oklahoma' For 615 Theatres in Heavy WB Booking

Warner Brothers' "The Boy from Oklahoma," starring Will Rogers, Jr., and Nancy Olson, will be accorded a saturation booking campaign in 615 theatres covering 12 states in the Southwest and Midwest territories following a special world premiere at the Yale Theatre in Claremore, Okla., on Jan. 26.

Within three weeks following the premiere the film will open in 615 theatres in Iowa, Nebraska, Missouri, Illinois, Oklahoma, Arkansas, Kansas, Texas South Dakota, Colorado, Kentucky and Louisiana. Saturation dates will be given heavy area newspaper, television and radio publicity and an advertising campaign aimed at covering the entire booking area.

Rogers will attend the film's opening at the Paramount Theatre in Kansas City on Jan. 28, which will also help to inaugurate the Midwest campaign of the March of Dimes.

Services for Krim's Father Here Today

Funeral services will be held today for Morris Krim, 83, father of Arthur B. Krim, president of United Artists, at the Riverside Memorial Chapel here. Krim, who died yesterday morning, had been retired from the cafeteria business at the time of his death, which took place at his Long Island home.

Interment will be at the Mount Pleasant Cemetery in Westchester. Krim, a leader in the cafeteria business for more than 40 years, had been the head of the Hanover Cafeterias chain, which had 45 branches in New York. He married the former Rose Ocko in 1897 and, following the death of his first wife, remarried in 1948. He is survived by his widow, Mrs. Sonya Krim; three children by his first marriage, Arthur Krim, Mrs. Beatrice Woodrow of Yonkers and Mrs. Florence Staub of Scarsdale, N. Y.; and two grandchildren, Paul Woodrow and Susan Staub.

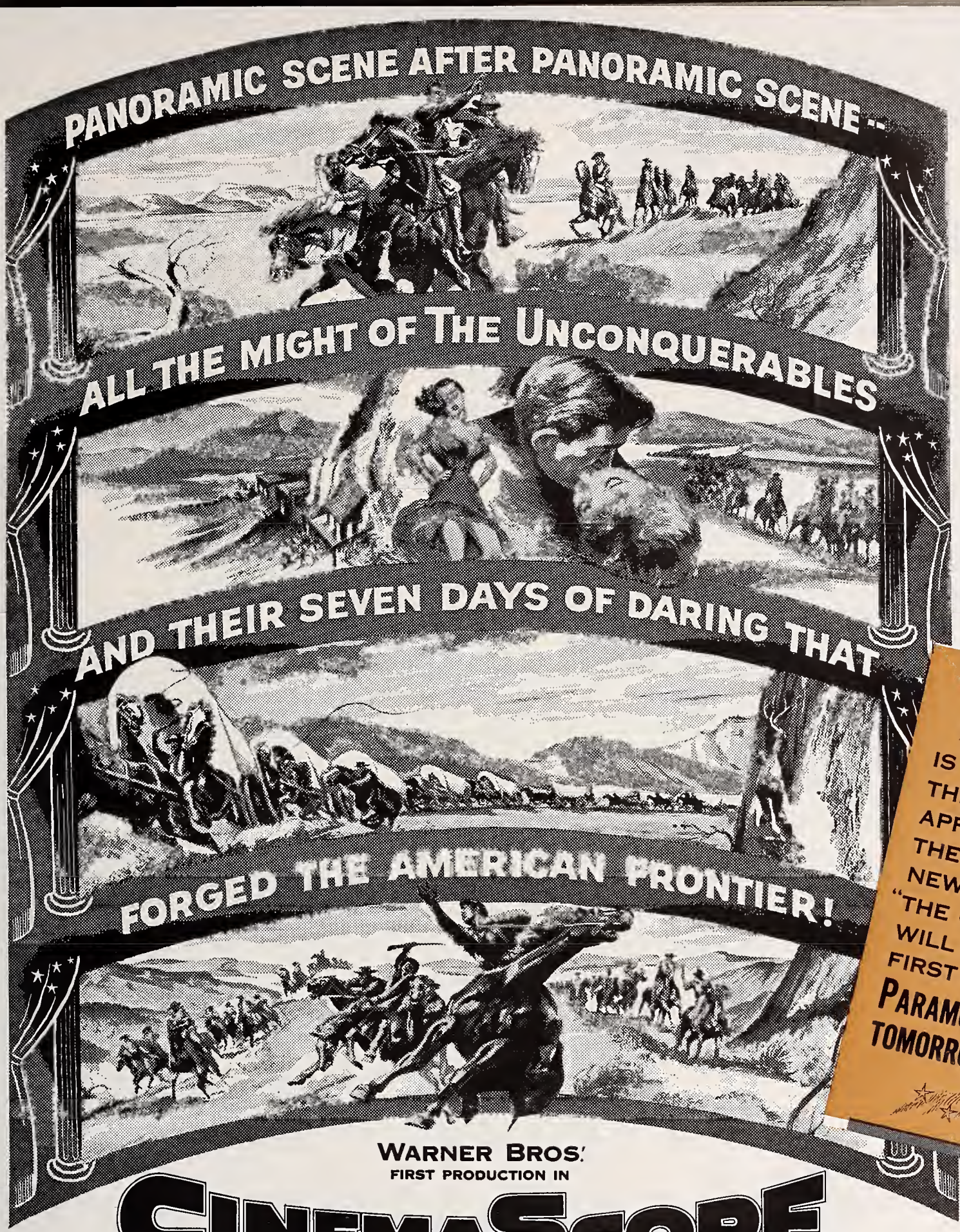
Kramer Retains Beck As Eastern Publicist

Myer P. Beck has been engaged by Stanley Kramer as Eastern publicity and advertising director for Stanley Kramer Pictures Corp. Beck has represented Kramer since 1947 on various films. His first assignment under the new agreement will be on "Not as A Stranger," which will be Kramer's first picture under his new contract with United Artists.

U.A. Party for Kramer

United Artists top executives will give a "welcome home" party for Stanley Kramer at the 21 Club here on Jan. 22 to mark the resumption of U. A. distribution of Kramer's pictures after an interval of several years. Kramer, due here from the Coast next week, will discuss plans for his first new release through the company, "Not as A Stranger," the current best-seller by Morton Thompson.

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Via Play's drama- the same "American ble in the tell to open will stage

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Can We Best Create a Permanent Resident Company?" at tonight's ANTA forum. Other guests on hand will be Denise Pennington, Elia Stanley, Boi Kinrok, Robert Anderson and Joseph T. Shipley.

The dancers in "By the Beautiful Sea" begin rehearsals today under the direction of Donald McKayle. Evans tonight moves from the Plymouth to the adjacent Booth Theater. On March 1, the Frederick Knott melodrama starts a thirteen-week tour in Philadelphia.

Dran and Tani Seitz, Sonia Torgeson, James Laughlier, Anne Meacham, William Le Massena, Robert Crawley, Stacy Graham, Jan Sherwood, Gaye Jordan and Barry O'Hara complete the cast of "Undine," which will open Feb. 13 at the 46th St. Theater.

There were three seasonal debuts at the Metropolitan Saturday night when Fritz Stiedry conducted an elegant and scintillating performance of Mozart's "Le Nozze di Figaro."

Countess Almaviva for the season, Nadine Connor her first Susanna and Cesare Siepi his first Don Bartolo.

The Countess is a role that suits Miss Steber's voice very well indeed, and she gave a lovely performance. Brilliant and charming also was Miss Conner as Susanna; her voice is wonder-

be chosen from the creators [illegible] Parker, Bert [illegible] Mets," "Lil Abner," "Li'l Abner," "Where's Women," "Clifford," "Operation [illegible] French Dream [illegible] Haig" and [illegible] burn." This engage[illegible] been announced [illegible] per[illegible]sement, as the st[illegible] seen in the theater [illegible] reply M. Hyman [illegible] Park. This will be [illegible] change of pace for M[illegible] whose Broadway acti[illegible] to, [illegible] have been [illegible] musicals, the last of [illegible] Benjamin Franklin [illegible] of Lucretia" in [illegible] done numerous strai[illegible] summer stock and a[illegible] posite Mr Hart and [illegible] "The Man Who [illegible] Dimple."

"Anniversary Waltz," comedy by Jerome [illegible] and Joseph Fields, w[illegible] really represented by [illegible] ful Town" and wit[illegible] other musical. "The [illegible] Nights" really [illegible] for this season, in addit[illegible] Carlisle and Mr Car[illegible] of the company [illegible] Phyllis Povah, Tow[illegible] Jean Carson and W[illegible] linger. Thereafter Fox [illegible] the profits for which [illegible] Rehearsals Feb. 7 and [illegible] out-of-town openings [illegible] Boston.

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[illegible] you'd pay [illegible] even a bad one." [illegible] goes on to say [illegible] has done this "for [illegible] reasons" in that [illegible] his tryout [illegible] to anything, [illegible] than [illegible] rors had to be [illegible] noted that the [illegible] where the play op[illegible] has a capacity of 1,[illegible] at $ 42 top—[illegible] Saturday when it [illegible] —it could gross $[illegible]

An ironic note [illegible] part of the ad in [illegible] cussed the production [illegible]

As for the director [illegible] wrote, "— and I will [illegible] attending a drum-[illegible] but my choice of [illegible] whole fool world for [illegible] play, I'd still go [illegible] Shumlin." As it [illegible] fully clear and fresh, [illegible] penetration so that [illegible] obscured by accompa[illegible] She is a vivacious [illegible] actress as well.

Mr. Pechner's [illegible] fuzzy and lacking in

In the THEATRE Equipment World . . .

. . . with RAY GALLO

AN "all-purpose" wide-screen frame of tubular alloy steel has been marketed by the Raytone Screen Corp., Brooklyn. It has special adjustable features designed to provide quick and easy installation originally and permit any changes in tilt or curvature that may be desired in the future. Extremely lightweight, the frame is available with casters or it can be flown. It can also be secured with an attachment to raise or lower it off the floor.

•

Additions to the "Marlite" line of prefinished wall panelings made by Marsh Wall Products, Inc., Dover, Ohio, are new planks and blocks with a tongue-and-groove joint. The planks are 16 inches wide and eight feet long while the blocks are 16 inches square. Both are 3/16ths of an inch thick. They are available in 10 colors and four wood pattern finishes. The panels are designed for speedy and simple installation and can be applied over furring strips or to a continuous backing such as plaster or plywood.

•

Edward H. Volk, manufacturer of theatre equipment and parts in Chicago, advises that his new catalog for supply dealers, showing items recently added to the line, came off the press the first of the year and is now available.

•

Six new lines of Gulistan carpets are being introduced this year by A. & M. Karagheusian, Inc., New York. They include two new Wilton and two new Velvet qualities plus a new cut-pile tufted cotton line and an Axminster. In addition to these entirely new lines, the company will also present new patterns in several qualities which have proved consistently popular with consumers.

•

Re-styling and re-engineering of its line of packaged air conditioners has been reported by the United States Air Conditioning Corp. of Minneapolis. The new equipment, available in 2, 3 5, 7½ and 10 h.p. sizes, is designed to permit a choice of intake and discharge panels for front, side or rear installations to fit any field requirement.

•

To instruct and entertain employes at industrial conventions, exhibits, and sales meetings, a new 16mm. portable projector unit has been developed by the Triangle Continuous Daylight Motion Picture Projector Co. of Skokie, Ill. The unit will show up to 1,600 feet of film on a 13-by-18-inch screen through rear projection. It is designed to repeat a film continuously for up to 200 hours without rewinding, or, by means of an automatic stop at the end of the film, it may be set to run only once and then repeated by pushing a button. It comes in three cabinets: a heavy-duty case with a handle, a "knock-down" console cabinet on casters and an imitation television cabinet.

Reviews

"The Cowboy"

(*Lippert*) *Hollywood, Jan. 13*

THIS is the story of the cowboy, his work, his play and his philosophy. It is told with complete authority and with superlative craftsmanship by Elmo Williams, who won an Academy Award for his film editing of "High Noon" and who created "The Cowboy" almost single-handedly.

That is to say, he produced, directed, photographed and edited it, using a script written by his wife, Lorraine Williams, and employing genuine cowboys, ranging in age from 'teens to 80s, instead of actors. His picture tells, in Eastman color that in some scenes seems to improve on even the incomparable color schemes of Western skies, of the untamed West that was, of the men who broke the wild horses to bridle, rode them to round up the roving herds of range cattle, and lived the full life that made the swift 70 years of their empire-building the favorite topic of American fiction writers, and film makers.

The Williams creation, filmed in part in all the Western states, but naming none, is richly accompanied by narration intoned off-screen by Bill Conrad, Tex Ritter, John Dehner and Larry Dobkin, and by a music score composed and conducted by Carl Brandt. Into the score are worked three songs, by Axel Johnson and Lorraine Williams.

The cowboys who perform the work of the typical cowboy, from the original cow men of post-Civil War to now, are genuine, practicing cowboys, wearing the utilitarian garb of the real range hand. They are asked to do no more nor less than what cowboys do, and did, and they make the cowboy and his profession a good deal more understandable than most of the fiction Westerns ever undertake to do. For everybody who isn't an avowed Western hater—"The Cowboy" is a filmic treat.

Running time, 69 minutes. General audience classification. Release date, not set.

"Both Sides of the Law"

(*Rank-Universal*)

WOMEN police and their daily routine are stressed in this British import which has a pseudo-documentary quality. There is a three-pronged story, all interwoven but none of them related. An interesting feature might have been made from any one of them, but combined they tend to make the picture choppy and confusing. However, it is well-made, beautifully acted and full of that crisp and calculated character detail so prominent in British pictures.

The most footage is given to Peggy Cummins and her story. She is picked up for shoplifting but let off lightly. Only 18, she is the mother of a little child, her husband is away often and there is mother-in-law trouble. She becomes involved with a young hoodlum who commits a jewel robbery and then tries to extort money from the "fence" who bought the jewels. It is unconsciously through the girl that the gang is captured.

The other two stories are more sentimental affairs. A young woman deserts the Army to marry a boy who needs her and by doing so commits bigamy. Her many problems are solved with the help of the police and the courts. The final story tells of a baby who is badly mistreated by its father and stepmother. The real mother is located and by the final reel she is willing and able to care for the baby herself.

As has been said, all of these intrude on each other and, combined with a few personal anecdotes about the police, it becomes a station-house potpourri. An extremely large cast enacts its roles almost flawlessly. No actor stands out, but in addition to Miss Cummins the leading parts are played by Terence Morgan as the thief, Anne Crawford and Rosamund John as policewomen, and Roland Howard and Eleanor Summerfield as the young married couple. Muriel Box directed the individual scenes effectively and she and Sydney Box wrote the screenplay. The picture is based on an original story by Jan Read and was produced by William MacQuitty. It is a presentation of the J. Arthur Rank Organization.

Running time, 94 minutes. General audience classification. January release.

Sol Fisher Fighting School Competition

MINNEAPOLIS, Jan. 13.—The University of Minnesota's Board of Regents will take no action to halt showings of motion pictures by its Film Society in competition with independently-operated theatres located just off the campus, in Minneapolis, but their refusal to act presaged a legislative inquiry into this and other so-called "competitive" business practices.

The Regents heard complaints from Sol Fisher, owner of the Campus and Varsity theatres, who said the University had outbid him for art product for his Campus Theatre and charged that tax money was being used to support the University Film Society.

Fisher specifically made mention of the French film, "La Ronde," as one which the University had taken away from him by outbidding.

Say Rossellini Plans 'Joan' Film in 'Scope

Roberto Rossellini will direct a CinemaScope version of "Joan at the Stake," filmed version of the San Carlo Opera's production of the Arthur Honegger work, according to reports received in New York by Italian Films Export. The film would star Ingrid Bergman and three opera singers: Florence Quartaro, Tullio Carminati and Giacinto Prandelli.

Beresin to Baltimore

Jack Beresin of Philadelphia, chief barker of Variety Clubs International, and Nathan Golden of Washington, chairman of Variety's Heart Fund, will be in Baltimore tomorrow to attend installation ceremonies of the Baltimore Tent's 1954 officers. Rodney Collier, manager of the Stanley Theatre in Baltimore, is the chief barker-elect.

Myers Says

(*Continued from page 1*)

pre-releases are not illegal, as argued by some exhibitors; but on the other hand, it wants to serve notice that the distributors might be opening themselves to new anti-trust action if they extend the pre-release practice too widely."

Meanwhile, the Senate Small Business Committee probably will decide in the next week or 10 days whether it should continue to keep an eye on film industry practices.

Committee officials said they thought most members would feel that the committee had already devoted enough time to the industry and that committee energies should now be turned to other fields.

A sub-committee headed by Sen. Schoeppel (R., Kans.) held hearings last year on trade practices and submitted a report in August. Last fall it asked the Justice Department for a progress report on sub-committee recommendations, and yesterday Schoeppel released the Department's answer.

Asked today whether this wound up the sub-committee's work in the film field, Schoeppel said the committee's agenda for the coming year would be mapped out at a meeting next week or early in the following week.

However, the full committee's annual report is due shortly, and it is understood that the report will imply that there is no point in keeping up the film investigation any further.

Justice Department officials expressed pleasure that Schoeppel had finally released the Department's stand. They said they felt the letter set forth in detail for the first time the Department's views on pre-release practices, and that distributors should be in a position of knowing these views.

Another to U.A.

(*Continued from page 1*)

wide-screen, "The White Orchid" will be produced and directed by Le Borg, who wrote the screenplay with David Duncan.

Meanwhile William J. Heineman and Max E. Youngstein, vice-presidents of United Artists, will fly to Hollywood today to confer with producers preparing films for UA release.

Among the producers with whom Heineman and Youngstein will meet, are Harold Hecht and Burt Lancaster, who are finishing "Bronco Apache" and will soon start their $3,000,000 production of "Vera Cruz"; Clarence Greene and Russell Rouse, who are preparing "New York Confidential," following completion of "Wicked Woman"; Victor Saville, who is editing Mickey Spillane's "The Long Wait"; Aubrey Schenck and Howard W. Koch, who are finishing "Beachhead" and will soon get "Yellow Tomahawk" under way; Chester Erskine, who recently completed "Witness to Murder," and Edward Small, whose production roster includes "The Lone Gun," "Camels West," "Overland Pacific" and "Khyber Pass."

Heineman and Youngstein will also confer with Robert F. Blumofe, UA's West Coast representative, and Leon Roth, West Coast publicity-exploitation coordinator.

Gee, but it's Great in Every Date!

FALL RIVER ★ *Wonderful!*

BURLINGTON ★ *Smash!*

SPRINGFIELD ★ *Fine!*

NEWPORT ★ *Fine!*

PHILADELPHIA ★ *Extended Run!*

★ TOLEDO *Fine!*

★ AKRON *Fine!*

MILWAUKEE ★ *Extended Run!*

CHICAGO ★ *Excellent!*

★ ANDERSON *Great!*

★ STEUBENVILLE *Excellent!*

INDIANAPOLIS ★ *Wonderful!*

★ NORFOLK *Great!*

RICHMOND ★ *Sock!*

★ DES MOINES *Strong!*

★ IDAHO FALLS *Outstanding!*

★ BUTTE *Strong!*

OMAHA ★ *Excellent!*

★ ST. LOUIS *Holding Over!*

RALEIGH ★ *Great!*

★ KANSAS CITY *Terrific!*

TOPEKA ★ *Strong!*

CHATTANOOGA ★ *Sock!*

★ GREENVILLE *Excellent!*

★ SPOKANE *Holding Over!*

DENVER ★ *Extended Run!*

ATLANTA ★ *Holding Over!*



★ SACRAMENTO *Extended Run!*

PALM BEACH ★ *Strong!*

★ NEW ORLEANS *Holding Over!*

★ SAN FRANCISCO *Holding Over!*

★ LAS VEGAS *Great!*

★ PHOENIX *Excellent!*

LAREDO ★ *Exceptional!*

★ SAN DIEGO *Extended Run!*

WALKING MY BABY BACK HOME

"WALKING MY BABY BACK HOME" • Color by TECHNICOLOR • Starring **DONALD O'CONNOR** • **JANET LEIGH** with **BUDDY HACKETT** LORI NELSON • SCAT MAN CROTHERS • KATHLEEN LOCKHART • GEORGE CLEVELAND • Directed by LLOYD BACON • Screenplay by DON McGUIRE and OSCAR BRODNEY • Co-Producer LEONARD GOLDSTEIN • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

"...Pictures with that Universal appeal"

Universal International

Excise Bills

(*Continued from page* 1)

phasized that he still wanted the committee to consider excise and corporate taxes in ample time for Congress to act on rates scheduled to drop April 1. This would also confirm late February as the likeliest time for committee action on excises and corporate rates.

On April 1, corporate income tax rates are slated to drop from 52 per cent to 47, and excise cuts are slated for liquor, tobacco and certain other items. President Eisenhower has asked Congress to postpone these cuts for another year.

The decision to put off excises and corporate rate questions was the first action the committee took as it started work on the revision bill. Reed said this procedure made it essential that the committee act speedily on the revision bill, and denied that this procedure had been adopted to stall work on the April 1 tax rates until it was too late for Congress to act.

Drive-in Conversion

(*Continued from page* 1)

the Ballantyne screen wing sections.

The company also stated that it is equipped to convert present Boyer screen towers to giant curved screens through engineering changes that can be made on the site of the present towers.

Janitors in Chicago Win Pay Increases

CHICAGO, Jan. 13.—Hourly wages for theatre janitors have been increased 9½ cents, from $1.40½ to $1.50, as a result of negotiations completed between exhibitors and the Chicago Theatre Janitors Union. The new agreement includes continuation of payments by theatres of 3 cents per hour worked by the janitors into the health and welfare fund of Local 25. The increase is retroactive to Jan. 1, 1954.

Law Halts Obscene Film

ATLANTA, Jan. 13.—W. M. Patrick, Jr., owner of the Sylvia Drive-in, Rock Hill, S. C., was convicted of showing "Ding Dong," called an "obscene, indecent and improper picture" at his theatre. The manager was arrested while showing the picture.

'Riot' to Morgan-Brennon

The publicity firm of Helen Morgan and Eileen Brennon has been engaged by John C. Flinn, Allied Artists advertising-publicity head, to handle special magazine and newspaper publicity in the Metropolitan area for "Riot in Cell Block 11," which will open at the Mayfair Theatre here on Feb. 18.



20th Stand on Stereo

(*Continued from page* 1)

letin to members, said that the cost was about 35 per cent of full stereophonic equipment, adding that the "mixer" does away with "the impossible costs for the average exhibitor." He asserted that the regular stereophonic prints of "The Robe," "How to Marry A Millionaire" and other CinemaScope pictures can be used.

Snaper pointed out that by using the "mixer," it amounts to using only one track, "just what we have demanded for many weeks." The Allied president contended that if the "mixer" is permissible, "why not in its stead serve thousands of theatres with much needed pictures on regular one-track film?"

Continuing, Snaper said, "Speaking for myself, I like the CinemaScope size screen or wide screen as I believe it makes for a better presentation, but I must repeat that stereophonic sound adds little if anything to a picture. As a matter of fact, Radio City Music Hall in its ads for "Knights of the Round Table" makes no mention of stereophonic sound and certainly with the type of operation that they have always maintained, if they believed that stereophonic sound would be a great incentive for attendance, it would have been advertised. It is a sincere hope of every exhibitor that 20th Century-Fox readjusts its position so that all theatres may take advantage of and profit by this new presentation."

'Scope 'Shorts'

(*Continued from page* 1)

program, "Vesuvius Express," a train tour through Italy, is in current release.

Lang, who personally produced "Vesuvius Express," has scheduled the following for release: "The New Venezuela," made at the invitation of the Venezuelan government by producer Frank McCarthy, director Robert Webb and cinematographer Joe MacDonald, and "Tournament of Roses," for which star Dan Daily was assigned to narrate, photographed by Joseph LaShelle under Lang's supervision.

Planned are "A Day Aboard A Jet Carrier," in which the audience will ride a jet plane; and "Movie Stunt Pilot" in which they will crash right along with stunt flier Paul Mantz.

Already completed are "Finale of Tschaikowsky's Symphony Number Four" and "Polovetzian Dances from 'Prince Igor' by A. Borodin," photographed by Academy Award winner Leon Shamroy. Composer-conductor Alfred Newman leads the 20th Century-Fox Symphony Orchestra in both films. The latter subject also features the studio's chorus, under the direction of chorus master Ken Darby.

Italo-French Films Grossing Heavily

In five out of France's six distribution areas, Italo-French co-productions top the lists of box-office grossers, reports Italian Films Export here.

A new trio of bi-national films with their initial Paris figures (for multi-theatre premieres) are: "Lucrezia Borgia" (Rizzoli-Ariane), starring Martine Carol, Massimo Serato and Pedro Armendariz, 111,132,265 francs ($317,525) in four weeks; "Therese Raquin" (Paris-Lux), starring Raf Vallone, Simone Signoret, Sylvie and Maria Pia Casilio, 41,427,850 francs ($118,365) in two weeks, and "The Three Musketeers" (Titanus-Pathe-Societe Generale Cinematographique), featuring Yvonne Sanson and Gino Cervice, 52,717,685 francs ($150,604) in six weeks.

New Missouri Drive-in

KANSAS CITY, Jan. 13.—The zoning board of Independence, Mo., and its city council have approved plans for the erection of a drive-in there by Associated Theatres, after a 30-day waiting period.

KMTA Tax Drive

(*Continued from page* 1)

(Doc) Cook to represent the association at the Washington meeting of Theatre Owners of America. He continues as a member of the board. Leo Hayob, president of the association, told of plans to make each major activity of the association a responsibility of a member of the board, with committees for special projects in the various fields appointed as the occasion arises.

The board was informed about the use by member exhibitors of the short subject, "Courtesy Is Contagious" with other exhibitors asking for bookings. The association owns a print which is leased to members for personnel training.

Expressions of appreciation were made for the service of the late Eddie Mansfield to exhibition. Meanwhile C. E. Cook, Maryville, Mo., exhibitor, who is chairman for the industry exhibitor cooperation for the "March of Dimes" drive, arranged for steps to secure running of the "Dimes" trailer in theatres.

Cinerama Likely for Minneapolis Lyceum

MINNEAPOLIS, Jan. 13.—The possibility that the Minneapolis Lyceum Theatre here, last legitimate house in the city, may be converted to Cinerama seemed likely here following the statement by Benjamin Berger, president of Berger Amusement Co., that he will take over operation of the 2,082-seat house from James Nederlander of Detroit.

Nederlander, stymied in his attempts to book "live" roadshows, will return to Detroit.

Weekly Average Up For Studio Workers

HOLLYWOOD, Jan. 13. — Craft union workers in studios here averaged $118.83 weekly earnings in November, with the week averaging 42 hours, a California Department of Industrial Relations monthly report has disclosed. The corresponding figures for October were $116.40 and 41½ hours.

Franklin, Jr., to AA

HOLLYWOOD, Jan. 13.—Sidney Franklin, Jr., formerly a producer at M-G-M, has joined Allied Artists as story editor.

COMPO

(*Continued from page* 1)

triumvirate. The appointment of a technological committee was deferred.

Maurice Bergman, chairman of the press relations committee, asked to be relieved of the chairmanship due to new duties at Universal. A new chairman will be named shortly. Attending the governing committee meeting were Sam Pinanski, who presided; Wilbur Snaper, William Gehring—who substituted for Al Lichtman—Robert Coyne, special counsel, and Charles McCarthy, director of information.

The triumvirate commended the press relations committee for its work and stated that it would like to adopt all of its proposals, but asserted that it would be advantageous to spend COMPO's money on projects that will further the tax repeal drive.

The press relations committee also included Harry Mandel, Art Arthur, Oscar Doob and Harry Goldberg.

Other public and press relation projects will be considered at a later governing committee meeting.

Paramount Level

(*Continued from page* 1)

Eastman Color, and "Conquest of Space," George Pal's science drama.

The following pictures are in various stages of editing: Hal Wallis's "About Mrs. Leslie," starring Shirley Booth and Robert Ryan; "Secret of the Incas," in color by Technicolor, starring Charlton Heston, Robert Young, Nicole Maurey, Yma Sumac and Thomas Mitchell; and "Sabrina Fair," produced and directed by Billy Wilder with Humphrey Bogart, Audrey Hepburn, and William Holden.

Also, Irving Berlin's "White Christmas," filmed in Eastman Color with Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen as the stars under Michael Curtiz' direction; "Living It Up," Paramount's Eastman Color film version of the Broadway musical; "Hazel Flagg," with Dean Martin, Jerry Lewis and Janet Leigh heading the cast, and "Ulysses," Technicolor adaptation of the Homeric classic, starring Kirk Douglas.

'Trotters' TV

(*Continued from page* 1)

Detroit, has been retained as a director for the upcoming Ford Theatre TV two-hour program, scheduled for Jan. 28. The Ford show is slated for 32 theatres, including the International Theatre in New York.

Sports Writers, Trade Press See "Go, Man, Go" Here

United Artists was the host yesterday at a luncheon and preview of "Go, Man, Go," featuring the Harlem Globetrotters, at Toots Shor's Restaurant. Abe Saperstein, who has guided the famed basketball team to an international attraction, was among the speakers.

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PARAMOUNT TRADE SHOWS

JANUARY 14

Alaska Seas

Starring

ROBERT RYAN
JAN STERLING
BRIAN KEITH
GENE BARRY

Produced by MEL EPSTEIN · Directed by JERRY HOPPER
Screenplay by GEOFFREY HOMES and WALTER DONIGER
Based on a story by Barrett Willoughby

JANUARY 14

Jivaro

Starring

FERNANDO LAMAS · RHONDA FLEMING

And Co-starring
BRIAN KEITH
COLOR BY TECHNICOLOR
Written for the Screen by
WINSTON MILLER
From a Story by David Duncan
Directed by
EDWARD LUDWIG
Produced by
William H. Pine and William C. Thomas

JANUARY 15

RED GARTERS

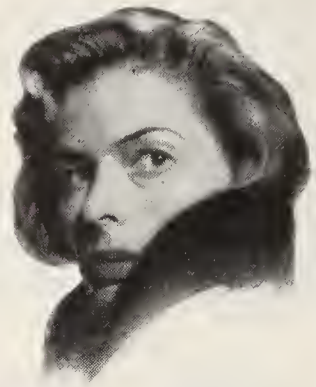
Starring
ROSEMARY CLOONEY
JACK CARSON
GUY MITCHELL
PAT CROWLEY · GENE BARRY
CASS DALEY and introducing
JOANNE GILBERT
Color by TECHNICOLOR
Produced by PAT DUGGAN · Directed by GEORGE MARSHALL
Written by
MICHAEL FESSIER

CITY	PLACE OF SCREENING	"ALASKA SEAS" January 14th	"JIVARO" January 14th	"RED GARTERS" January 15th
ALBANY	FOX SCREENING ROOM, 1052 Braadway	4 P.M.	2:30 P.M.	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 135 Cain St., N. W.	10:30 A.M.	2 P.M.	10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.	10:30 A.M.	2:30 P.M.	10.30 A.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	2 P.M.	3:30 P.M.	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 Sa. Church St.	10 A.M.	11:20 A.M.	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sa. Michigan Ave.	3 P.M.	1:30 P.M.	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1214 Central Parkway	1 P.M.	2:30 P.M.	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.	8:15 P.M.	9:34 P.M.	8 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	10:30 A.M.	2 P.M.	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.	3:30 P.M.	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	10 A.M.	1 P.M.	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	2 P.M.	3:30 P.M.	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan St.	1 P.M.	2:20 P.M.	1 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	8 P.M.	*2 P.M.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandatte St.	2:30 P.M.	1 P.M.	11 A.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 W. 20th St.	1:30 P.M.	3 P.M.	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 Sauth Second St.	2:15 P.M.	12:15 Noon	12:15 Noon
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth St.	3 P.M.	1:30 P.M.	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	3 P.M.	1:30 P.M.	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	3:30 P.M.	2 P.M.	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.	10:30 A.M.	2 P.M.	2 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Braadway (9th Fl.)	11 A.M.	2:30 P.M.	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Ave.	10:30 A.M.	1 P.M.	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenpart St.	2:30 P.M.	1 P.M.	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 N. 12th St.	11 A.M.	2 P.M.	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard af Allies	2 P.M.	11 A.M.	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	3:30 P.M.	2 P.M.	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.	1 P.M.	2:18 P.M.	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st So. St.	1 P.M.	2:30 P.M.	1 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave.	1:30 P.M.	3 P.M.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	10:30 A.M.	1:30 P.M.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	11 A.M.	2 P.M.	2 P.M.

*Jacksonville—"JIVARO" will be shown at 2:00 P.M. an January 15th, 1954

START '54 WITH THE BIG 4 FROM I.F.E.!

INGRID BERGMAN
in her 1st picture in 4 years
"THE GREATEST LOVE"
with **Alexander Knox**
Directed by
ROBERTO ROSSELLINI



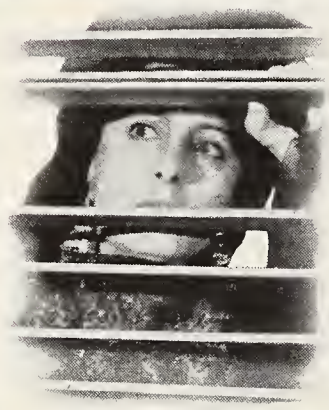
Mammoth nation-wide Kick-off with 86 theatre day-and-date New York Premiere Jan. 11th

SILVANA MANGANO
that "Anna" gal has that
"Lure yen again in
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with that "Anna" guy
Vittorio Gassman



The new Mangano Hit now making Hit-story at the New York Theatre!

ANNA MAGNANI
in her 1st English speaking role in
JEAN RENOIR'S
"THE GOLDEN COACH"
color by *TECHNICOLOR*



2-A-Day Roadshow Engagement starts Jan. 21st at Normandie, N. Y. C.

GINA LOLLOBRIGIDA
Vittorio de Sica in
TIMES GONE BY
. . . an adult Film Sextette!



5 Months in L.A., 13 weeks in S.F.—now in its long-run engagement at the Guild, N. Y. C.



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FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 75. NO. 10 NEW YORK, U. S. A., FRIDAY, JANUARY 15, 1954 TEN CENTS

Upward Trend

S-W Quarterly Net Earnings Hit $523,100

Fabian Tells Holders of 'Rebirth' at Annual Meet

WILMINGTON, Del., Jan. 14.—Stanley Warner Corp. earned a net profit of $523,100 for the first quarter ended Nov. 28, 1953, Si H. Fabian, president, reported here today at the company's annual stockholders' meeting. He coupled the report on earnings with the announcement that S-W box-office receipts continue to show an upward trend.

No strictly comparable figures are available for the same period last year, Fabian stated, explaining that the Stanley Warner Corp. commenced business on March 1, 1953, the date that the Warner Brothers' divorcement took effect. An upward trend at the box-office continues to evidence itself, he said, comparing receipts for those theatres which were operated during the same period both this year and last year.

The first annual Stanley Warner

(*Continued on page* 4)

House Group Would End Dual-Taxing of Corporate Dividends

WASHINGTON, Jan. 14.—The House Ways and Means Committee approved a proposal to make a start toward eliminating double taxation of corporate dividends. Treasury and committee officials said the reason was to make it easier for firms to raise capital by making investing more attractive.

The proposal approved by the committee would authorize stockholders to exclude from their income subject to tax $50 of dividend income in 1954 and $100 of dividend

(*Continued on page* 4)

Salt Lake Properties To Oldknow, Skouras

SALT LAKE CITY, Jan. 14.—William H. Oldknow and Charles P. Skouras, Jr., executives of the Los Angeles Drive-in Theatres Corp., have organized the Utah Drive-in Theatres Corp. and will operate the Gem in downtown Salt Lake City and five drive-ins in this area. The

(*Continued on page* 2)

Cinerama Needed New Ad Tricks, Joseph Tells Ampa

The problems connected with selling Cinerama to the public on initial engagements were described here last night by John Joseph, advertising-publicity director for the new medium, in an address to the Showmanship School of the Associated Motion Picture Advertisers at the United Artists home office.



John Joseph

Joseph pointed out that it was necessary to create new tricks because there were no publicity stills except a few location shots, no advertising still and no pictorial material of any kind. He explained that it was not possible to take blowups from the film itself because "we can't blend the three strips of film well enough in a still photograph

(*Continued on page* 4)

RKO Revises 'Line'; PCA Still Says 'No'

HOLLYWOOD, Jan. 14.—The Production Code Administration today refused to issue a Code seal to the film "French Line" after RKO Radio had resubmitted the production in revised form in an effort to comply with the Administration's requirements. The nature of the revisions, and reaction of RKO officials, could not be learned at a late hour tonight.

4-Track and Single For WB's 'Command'

Warner Brothers' "The Command" will be available both in four magnetic track stereophonic sound and in single track, Ben Kalmenson, distribution vice-president, disclosed here yesterday.

"The Command," starring Guy Madison, Joan Weldon and James Whitmore, will begin its world premiere engagements at the New York Paramount Theatre this evening, with additional play dates scheduled to begin shortly in key situations throughout the country.

Arc lights and newsreel coverage will highlight premiere festivities which will include the arrival of cele-

(*Continued on page* 4)

Pete Smith Will Leave MGM Post

HOLLYWOOD, Jan. 14.—Pete Smith, veteran short subject producer, has resigned his M-G-M post and will leave in April.

Smith, originally M-G-M studio publicity director, originated his short subject program in 1931 with his personal commentation, and since that time has produced 281 subjects, winning many Academy awards and exhibitor polls. Before

(*Continued on page* 4)

S-W Plans Diversification Through TV Licenses and Other Interests

WILMINGTON, Del., Jan. 14.—The Stanley Warner Corp. is planning to obtain as many TV licenses as the Federal Communications Commission regulations will permit, Si H. Fabian, president, informed the annual stockholders meeting here today.

Fabian, commenting on the need for diversification of corporate interests, said the acquisition of an interest in the new TV station WTRI in Schenectady is a step in that direction. Other moves include the corporation's interest in Cinerama and plans to enter other fields outside the entertainment business, he continued. The amendment to the certificate of incorporation authorizing the company to engage in business outside the entertainment field was overwhelmingly approved.

One of the 20 stockholders attending suggested that it might be a good idea for the firm to "stick to its knitting" and specialize in motion pictures. But another stockholder, alluding to the nearby DuPont Building, said that the DuPont company had not done so badly through diversification and said he was in favor of it.

20th Policy

To Bar Houses Minus Stereo From 'Scope

Firm Official Hits Use of Sound Converting Unit

By MURRAY HOROWITZ

Twentieth Century-Fox will not book CinemaScope films in the future in theatres which employ a "converting device," changing the stereophonic sound to conventional sound, it was disclosed here yesterday by a top 20th-Fox executive.

The company official, commenting on the use of such a device with "The Robe" presentation at the Walter Reade Community Theatre in Morristown, N. J., said nothing much could be done by the company to correct the situation there at this time. He added that 20th-Fox was not aware that a converting system at the Community would be employed with "The Robe."

The top executive stated that 20th-Fox engineers have visited the theatre and will report on the sound reproduction to President Spyros P. Skouras shortly. Following the rendition

(*Continued on page* 2)

20th Seeks 'Scope Rights to Magna Films in Talks

About $4,500,000 is involved in a projected deal, now being negotiated, under which 20th Century-Fox would acquire distribution and production rights of Magna Theatre Corp. film properties, it was disclosed here yesterday by a top 20th-Fox executive.

He said the deal is currently being negotiated here by representatives of 20th-Fox and Magna Theatre Corp. The highpoints of the projected agreement include the payment of an estimated $4,500,000 by 20th-Fox for the distribution rights to "Oklahoma,"

(*Continued on page* 2)

Blumenstock Coming For Product Confabs

Forthcoming product of Warner Brothers will be discussed next week by the company's home office executives in a series of conferences presided over by Mort Blumenstock, vice-president in charge of advertising and publicity, who will come to New York over the weekend from the Coast.

Personal Mention

HAL WALLIS and JOSEPH HAZEN, Paramount producers, will return to New York today from Washington.

•

MICHEL FARMER, daughter of GLORIA SWANSON and wife of ROBERT AMON, president of Hoche Productions, gave birth here yesterday to a son at Lenox Hospital.

•

EDWARD C. DOWDEN, assistant to ERNEST EMERLING, advertising-publicity director of Loew's Theatres, has been made a member of the Society of the Silurians.

•

NORMAN PANAMA and MELVIN FRANK, Paramount writer-producer-directors, will leave here by plane on Sunday for Hollywood.

•

WALTER MORRIS, theatre owner of Knoxville, Tenn., was in Atlanta from there following a vacation spent in Charlotte.

•

J. FOSTER WERLING, sales engineer for Glowmeter Corp., North Tonawanda, N. Y., left here yesterday by plane for Europe.

•

L. E. TILLMAN, Columbia Pictures Northwest division manager, was in Seattle from San Francisco.

•

HARRY A. ROSE, of Loew's Poli Majestic, Bridgeport, Conn., is vacationing in Atlantic City.

•

H. N. EAST, Paramount Pictures assistant division manager in Los Angeles, was in Seattle from there.

•

JAMES BIONDI, of the Universal-International exploitation department, was in Hartford from New York.

•

BEN M. COHN, Universal-International assistant foreign sales manager, left here yesterday for Europe.

•

ALLEN M. WIDEM, film editor of the "Hartford Times," was in New York Tuesday.

•

J. C. WELLONS, Fayetteville, N. C., exhibitor, has returned there from Florida.

Six K.C. Distributors Lose Suit to Theatre

KANSAS CITY, Jan. 14.—A judgment of $50,000 has been awarded to the Oak Park Theatre here against five distributors, who were also enjoined by Judge Albert L. Reeves, of U. S. District Court, from violating a contract with the theatre on film sales. The defendants in the action and against which the judgment was entered are Fox Midwest Theatre, Paramount, RKO Radio, Warner Brothers, Universal and Columbia.

The suit grew out of an agreement made in 1951 by the Oak Park and the defendants in which the theatre obtained the right to second-run features in the zone where it is located without having to bid for them against the Fox circuit.

Says 'Act of Love' Ads Will Defy Code

Myer P. Beck, representative of Benagoss Productions, producer of "Act of Love," yesterday released the text of a letter said to have been written to Eric Johnston, Motion Picture Association of America president, by Max E. Youngstein, vice-president of United Artists, distributor of the picture, in which it is charged that the industry Advertising Code Administration has unfairly discriminated against a non-member of the Association in disapproving advertising material for the picture.

'Official Position'

"Act of Love" has been granted a Production Code seal but some of the advertising material prepared for the film has been rejected. Beck states that Benagoss "is taking an official position of defying the Advertising Code Administration's position on several of its ads."

The letter ascribed to Youngstein expresses the opinion that "a different yardstick is being used with respect to our (U. A.'s) advertising than is being applied to other companies." The letter proceeds to cite examples of approved advertising alleged to be in the same vein as that disapproved for "Act of Love."

'Sadie' in 2-D Form For B&K Chicago

CHICAGO, Jan. 14.—Taking advantage of Columbia's recently announced optional policy on "Sadie Thompson," Balaban and Katz has elected to show the film in 2-D, instead of in 3-D as originally planned, in its first run here at the Chicago Theatre. The decision is based on a belief that the picture is powerful enough to draw well without 3-D. The consequent saving to the exhibitor in glasses, and personnel, also is an important factor in showing it conventionally, it was pointed out.

Another top film, "Knights of the Round Table," M-G-M's first CinemaScope effort, opened at the circuit's State Lake here last night. Although B. & K. and M-G-M executives would not disclose figures, there is every indication that the day's receipts will top $10,000, with a top of $1.80 from 1 P.M. to closing in effect.

Sheffield, Northwest Distributor, Is Dead

SEATTLE, Jan. 14.—Jesse Thomas Sheffield, 69, long-time film distributor in the Northwest, died here after a long illness. Sheffield, who retired from active business in 1946, organized the Sheffield film exchange system which had offices throughout this area, and at various times held distribution franchises from Warner, Columbia, Monogram and Republic.

Besides his widow, Sheffield is survived by two daughters and a brother.

Mrs. Emma Meyer, 93

MIAMI, Jan. 14.—Mrs. Emma Meyer, 93, mother of Sidney Meyer, co-owner of the Wometco circuit and of radio station WTVJ, died here after a brief illness.

Achievement Awards Presented by F.J.P.

Deborah Kerr, Eddie Fisher, Edward R. Murrow, Bishop Fulton J. Sheen, the radio program "The Eternal Light," and its former program director, Dr. Moshe Davis, were recipients of the first annual Mark of Achievement Awards presented by the amusement division of the Federation of Jewish Philanthropies at a luncheon held yesterday in the Hotel Astor. The awards, in the form of gold medallions citing outstanding achievements for 1953, were presented to the guests of honor by Milton Weill, Federation president; Harry Brandt, Spyros P. Skouras and others. Leonard Lyons presided.

Brandt, chairman of the industry's current Federation effort, in a special appeal to the 700 persons attending the luncheon, praised the "great heart of the amusement industry for its truly stirring support of the Federation, which serves more than half a million New Yorkers annually without regard to race, creed or color."

Spyros S. Skouras to Aid 'Brotherhood'

Spyros S. Skouras, executive vice-president of Skouras Theatres, has accepted the chairmanship of the National Exhibitors Committee for the industry's 1954 "Brotherhood Week" campaign, Feb. 21-28.

20th Policy

(*Continued from page* 1)

of the report, the company, he added, is expected to spell out its attitude on the need for stereophonic sound. Barring any last minute hitches, it was explained, that policy will rule out sound conversion. The system employed at the Community is reported to be a "composite" of many parts which channel the four sound tracks on the film through a single horn.

Regarding the projected Ohio tests on stereophonic sound, the 20th-Fox official said the company is still awaiting recommendations from exhibitor organizations on what the yardsticks for the tests should be. The experiment was originally slated for the middle of this month or shortly thereafter.

Salt Lake Properties

(*Continued from page* 1)

properties were acquired from Consolidated Theatres. Oldknow and Skouras, who are here for the opening of the Gem, said that they expected to install CinemaScope screens in the five outdoor theatres.

The new corporation plans to spend at least $300,000 in remodeling the theatres. The Gem heretofore has been a subsequent-run house, but the new operators expect to maintain a first-run policy, thus giving the city eight first-run theatres, all of which are bidding for product. The Gem's first picture, which opened tonight, is "His Majesty O'Keefe." George Zischak of San Diego has been named resident manager.

20th Magna

(*Continued from page* 1)

slated to be the first in the Todd-AO 65mm. process owned by Magna. In addition to distribution rights, 20th-Fox would acquire the right to film "Oklahoma" and other Rodgers and Hammerstein properties owned by Magna in CinemaScope.

The 20th-Fox executive said under the proposed set-up there would be no conflict of interest between 20th-Fox plans and Magna's. The 65mm. Todd-AO version, he pointed out, is expected to be road shown in from 20 to 30 theatres in the U. S., while the CinemaScope version would be available for general release. Such problems as the timing of the release of the two versions were not explored at this stage. Rodgers and Hammerstein, who own a stock interest in Magna and whose approval presumably would be needed, could not be reached for comment. The 20th-Fox spokesman was emphatic in stating that the deal encompasses more than the CinemaScope and distribution rights for "Oklahoma."

Carrying on negotiations for 20th-Fox are Al Lichtman, distribution director, and Joseph Moskowitz, vice-president, while Magna is represented by George Skouras, Magna president, and Joseph M. Schenck, board chairman.

Disclosure of the negotiations came on the heels of reports that Magna, seeking additional financing for production and equipping of theatres, was planning to float a public bond issue. Trade quarters believe that the public financing reported plan would be scrapped if negotiations with 20th-Fox are successful.

Filmack Celebrating 35th Anniversary

CHICAGO, Jan. 14. — Filmack Trailer Co., which was organized here in 1919 by Irving Mack as a one-man, one-room operation, this year will celebrate its 35th anniversary in the special trailer field. The company today employs more than 100 in the Chicago plant, and also maintains a plant in New York.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION

TONIGHT AT 6!



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BEYOND EVERY VASTNESS EVER BEHELD IN THE MOTION PICTURE THEATRE COMES THE FIRST STORY OF THE AMERICAN FRONTIER IN

CINEMASCOPE



THE COMMAND

FROM WARNER BROS. IN WARNERCOLOR AND THE ENGULFING REALISM OF STEREOPHONIC SOUND

"THE COMMAND" STARRING GUY MADISON · JOAN WELDON · JAMES WHITMORE · WITH CARL BENTON REID · HARVEY LEMBECK · SCREEN PLAY BY RUSSELL HUGHES · PRODUCED BY DAVID WEISBART · DIRECTED BY DAVID BUTLER
MUSIC COMPOSED BY DIMITRI TIOMKIN

TONIGHT AT 6 PM! WORLD PREMIERE FOR ALL! PARAMOUNT THEATRE

REGULAR PRICES! DOORS OPEN 5:30 P.M.
CELEBRITIES! BRIGHTLIGHTS! FESTIVITIES!
CONTINUOUS PERFORMANCES FOLLOWING PREMIERE AT [illegible] M. • 10 P. M. • 12 MIDNIGHT

THIS IS ONE OF THE ADS NOW APPEARING IN THE NEW YORK NEWSPAPERS. "THE COMMAND" APPEARS FIRST AT THE PARAMOUNT, N.Y. TODAY.

Cinerama

(*Continued from page* 1)

to get usable art" for advertising.

Giving a bow to Lynn Farnol, whose public relations firm handles the Cinerama account, Joseph said that Farnol tackled the job by getting the message over with words. Even words describing the content of Cinerama were dangerous, Joseph said, because they could make Cinerama sound like a travelogue which, in a way, it is, "but such an exciting, different, sensation-filled sort of travelogue."

"So the advertising foundation," Joseph said, "was built around a few salient points: that Cinerama was a film with a new dimension, that this dimension put you—the spectator—right in the picture. And since only a very few advertisements—especially in our business—are effective without illustrations, somebody came up with a bright idea. Composite stills were made to illustrate the point that Cinerama puts you in the picture."

'Education' Necessary

The public in other cities, as well as in New York, had to be educated to the fact that the picture would not be reaching neighborhoods or to surrounding towns, said Joseph.

Despite the fact that the theatres playing Cinerama give only 16 to 18 shows a week and have seating capacities of only about 1,200 to 1,400, the medium turned in a net profit of more than $6,000,000 in 1953, Joseph said. This week, he added, Cinerama will have finished 68 weeks in New York, 43 in Detroit, 38 in Los Angeles, 25 in Chicago, 15 in Philadelphia, 10 in Washington, six in Pittsburgh, three in San Franciso and two in Boston.

Review

"It Should Happen to You"

(*Columbia*) *Hollywood, Jan.* 14

JUDY HOLLIDAY'S third picture is another laugh-producer of high yield. In it she has newcomer Jack Lemmon as a decidedly promising young leading man, together with Peter Lawford, Michael O'Shea, Connie Gilchrist, Walter Klavun, Whit Bissell, Arthur Gilmore, Rex Evans and Heywood Hale Broun, contributing supporting performances that background most favorably her specialized talents. A preview audience at the Hollywood Pantages Theatre, present to witness "From Here to Eternity" and without knowledge of the picture to be previewed, gave the interpolated film a fine reception expressed in reactions ranging from pleased chuckles to outright guffaws. On the basis of this experience—and remembering that "Eternity" is not a push-over for any picture to follow—"It Should Happen to You" seems destined for the kind of commercial success that should happen to you.

The story and screenplay by Garson Kanin on which the picture is based rests on the somewhat specialized topic of fame, its mechanics, its rewards, its costs, and its implications, both ways. It approaches this topic simply enough by sending a fame-struck girl (Miss Holliday) strolling through Central Park where she meets a young man engaged in making a documentary film (Lemmon) and discovers a big blank advertising space on the wall of a building facing Columbus Circle in which she momentarily imagines her name displayed. From this uncommon beginning the story moves through her leasing of the advertising space, her surrendering it finally to a young millionaire (Lawford) with special need of it in return for six other similar spaces around town (one in Grand Central Station, for instance) and being swept up, after the billing makes her famous enough, in the swirl of television, the advertising agency business, and the amorous attentions of the millionaire. How the point is made that fame is not any good unless it has been earned is for audiences to discover in good time.

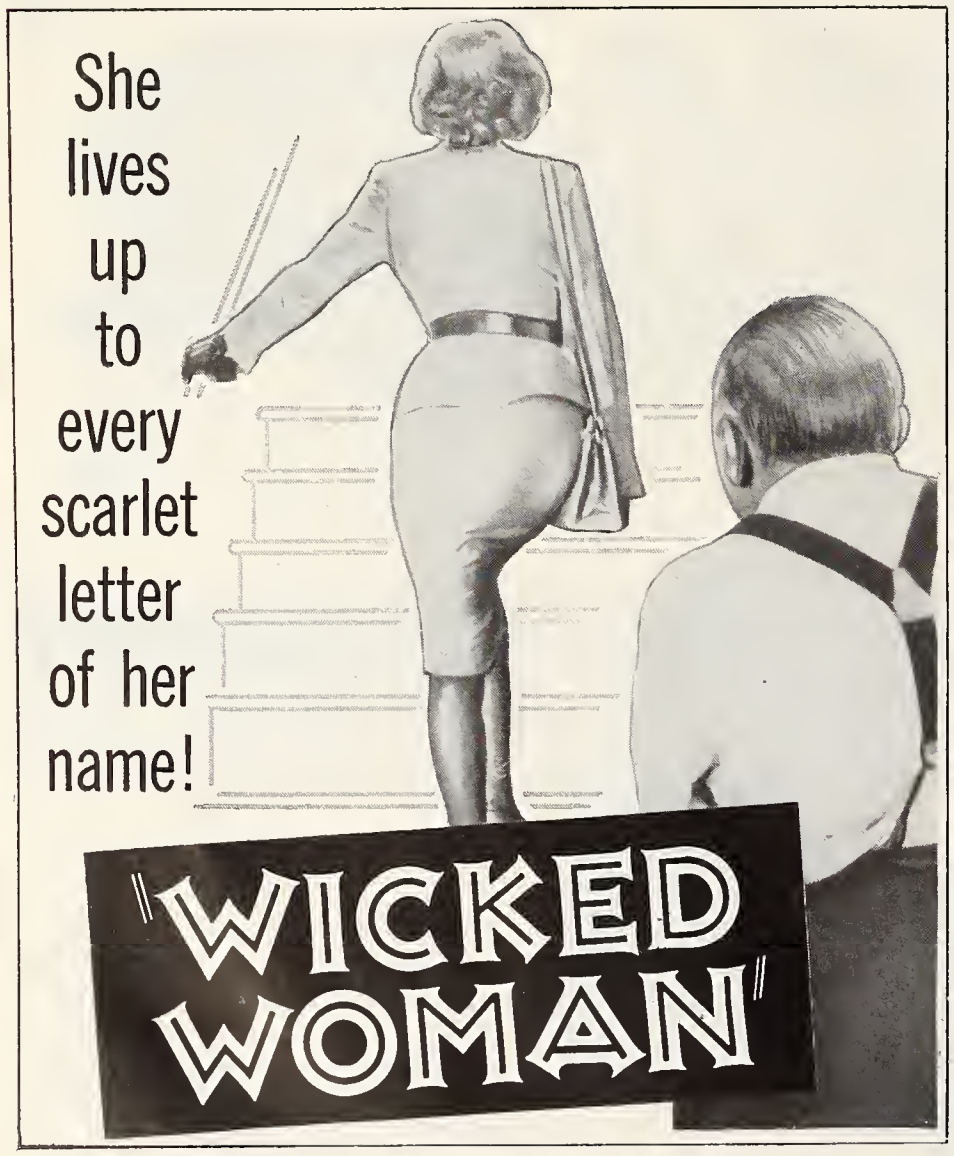
The picture includes a brief sequence showing a panel of TV experts composed of Constance Bennett, Ilka Chase, Wendy Barrie and Melville Cooper (and there could have been more of this, advantageously.)

Fred Kohlmar, the producer, and George Cukor, the director, share here, a screen credit matching some of their respective best in point of proficiency.

A detailed seduction scene limits the audience to adult for most exhibitors.

Running time 81 minutes. Adult audience classification. January release.

WILLIAM R. WEAVER



Dual Taxation

(*Continued from page* 1)

income in 1955 and later years. The taxpayers would also be allowed to take a tax credit—on top of the exclusion—of a certain percentage of the dividend income included on their return. This credit would be five per cent of dividends received between Aug. 1, 1954 and July 31, 1955, 10 per cent of dividends received the following year, and 15 per cent of dividends received in subsequent years.

The committee also voted to permit certain salesmen and other people to deduct certain business expenses. "Outside salesmen" would be allowed to deduct entertainment expenses and other business expenses from their adjusted gross income. All employes would be allowed to deduct business transportation expenses from adjusted gross income.

WB's 'Command'

(*Continued from page* 1)

which will include the arrival of celebrities in a stagecoach drawn by four horses and driven by Buster Crabbe.

Following the last showing of "The Eddie Cantor Story" at the Paramount last night, technicians effected a complete transformation of the theatre's screen, sound and projection systems for CinemaScope.

Corporal Is Honored

BOSTON, Jan. 14.—Corp. Henry Goszkowski, who is featured in Hal Wallis' "Cease Fire," received an award of merit here today from the Seventh Infantry Division Association for his portrayal. The presentation was made at a press luncheon in the Sheraton Plaza Hotel given by New England Theatres and Paramount, distributor of the picture.

S-W Earnings

(*Continued from page* 1)

stockholders' meeting was told by Fabian that the industry is experiencing a rebirth through technological progress. For the first 13-week period, he cited an operating profit of $1,105,200 after deducting depreciation amounting to $701,100, but before deducting provision for Federal income tax, contingencies and losses on sales of fixed assets. During the quarter, provision for Federal income tax was $500,000, provision for contingencies was $75,000 and the net loss on sales of fixed assets was $7,100. Gross income was put at $13,794,100.

Conversion Underway

Fabian said that an extensive installation program for CinemaScope and other wide-screen productions is underway in S-W houses. One hundred and seventy S-W theatres now have, or are installing wide-screens, plus the necessary supplementary equipment, with 100 more installations to be made in the near future, he said. The number of theatres with stereophonic sound units installed, and in the process of installation has risen to 130, with 40 more to be added, he stated. For the showing of 3-D pictures, the S-W president added, 210 theatres are equipped.

In his address, Fabian underlined that his optimistic forecast for the future hinged to a degree upon the belief that the industry will be afforded relief from oppressive taxes, referring to the 20 per cent Federal admission tax. He called upon stockholders to wire and write their Congressmen urging elimination of the ticket tax.

Regarding S-W's Cinerama operations, Fabian reported that two camera crews are now shooting "The Thrill of Your Life," tentative title of the second Cinerama feature.

More than 82 per cent of the stock entitled to vote at the meeting was represented by stockholders in person or by proxy, numbering 1,945,676 shares of common stock, it was stated. Harry M. Kalmine, Maurice A. Silver and Lester Crown were reelected directors for two years and the employment agreement with Fabian Enterprises, Inc., calling for the services of Fabian and Samuel Rosen, vice-president, was approved by a vote of 1,903,716 to 35,145.

Pete Smith Leaving

(*Continued from page* 1)

he leaves the studio in April, Smith will have 10 subjects ready for release in 1954, with an additional six to be released in 1955.

"I am resigning on the most amicable basis after 29 years of happy association," Smith said. "My plans for some subsequent months involve only rest, relaxation and recreation.

"After quite a few years in show business without a period of entire freedom from business pressure during this entire time, I am looking forward to a complete vacation.

"My warmest thanks go to everyone associated with M-G-M, and particularly all of those who have directly contributed in making Pete Smith specialties the top live-action shorts in all exhibitor polls over the past 11 consecutive years."



"Where goest thou, Romeo? After all both are COMPANION-approved movies!"

Forsooth, millions of couples today are in complete accord on going to a movie that's *Companion*-approved. In two words that means—*box office*.

And that's all because four-and-a-half *million* women every month turn to the pages of the *Companion* for authoritative movie news and guidance. These wonderful ladies, in fact, happen to be the most steadfastly *loyal* movie audience in our happy land.

The point of this story being: Hollywood has invested more money in the *Companion* over the past seven years than in any other monthly magazine!*

**Except, of course, the fan magazines.*

Currently advertised
in the COMPANION

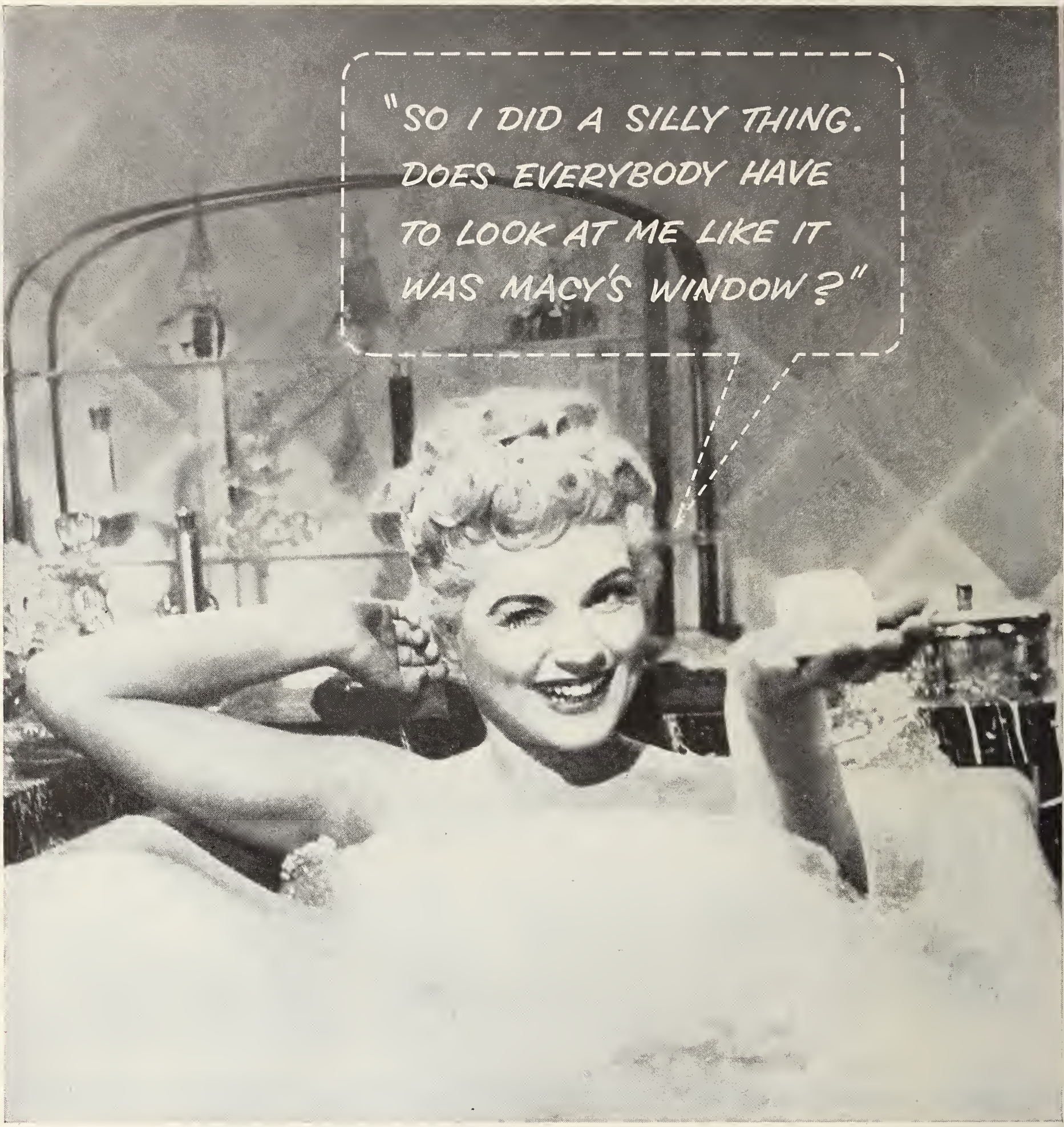
Rob Roy.....Walt Disney Productions

The Glenn Miller Story
Universal-International

Knights of the Round Table.....MGM

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N. Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE



The crazy-mixed-up "Born Yesterday" cutie . . . in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 11 NEW YORK, U.S.A., MONDAY, JANUARY 18, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

ONE OF THESE YEARS the vocal element in independent exhibition, which actually is not a very considerable proportion of it, will come to the realization that there are no magic cure-alls for their recurrent problems to be found in the blind alleys of legislation and litigation.

The long drawn out industry anti-trust suit inspired by that vocal element, finds independent exhibitors, some nine years after entry of the decree, beset with as many problems, charged with the same dissatisfactions, as in pre-decree years.

•

Nor, despite a record volume of litigation, have the courts come up with any substitute for diligent application and intelligent showmanship for achieving success in the operation of theatres.

The Senate Small Business Committee report of last summer rebuked independent exhibitor ranks for forestalling introduction of an industry arbitration system which might have gone far toward resolving many of the problems of which independent exhibition complains.

•

Apart from that, the committee's report offered nothing in the way of a box-office panacea or anything that could improve the independent exhibitor's bank balance.

Last week, the Department of Justice's replies to the Senate Small Business Committee's interrogation concerning issues raised at last year's hearings were made public.

•

There was nothing in the Justice Department's letter which would give any of those exhibitors who inspired the S.S.B.C. hearings, or who testified at those hearings, the slightest cause for satisfaction.

The entire adventure can be marked down to time wasted.

How much better off today those vocal exhibitors might have been had their time been devoted

(*Continued on page 2*)

Would Own 67%

Decca Nears Position to OK 'U' Merger

Reports that a merger of Universal Pictures with Decca Records will be proposed and adopted at the annual meeting of Universal stockholders in March were widely circulated on Friday as Decca offered 145,842 shares of its stock in exchange for Universal stock in the ratio of two shares of Decca for one of Universal.

If the full tenders of Universal stock are received, the additional 72,921 shares which Decca would then hold would give it 66.88 per cent of the 1,006,260 shares of Universal common outstanding.

Inasmuch as a merger of Universal with Decca needs to be approved by 66 2/3 per cent of the outstanding stock, Decca would be in a position to approve the merger without sup-

(*Continued on page 3*)

V.C. Here to Admit Associate Members

The New York Variety Club Tent No. 35 will permit associate memberships to those who are not identified with the amusement industry, chief barker Edward L. Fabian revealed at the weekend following a meeting of the board. Associate membership will require a $15 initiation fee and annual dues of $35.

The directorate also designated Ed Lachman, international represen-

(*Continued on page 7*)

MAGNA-20th DEAL MAY BE SET TODAY

Snaper Urges Allied Members to Purchase 'Scope Lens, Screen

Allied members were urged, in a weekend bulletin by president Wilbur Snaper, to avail themselves of the CinemaScope anamorphic lens and wide-screen in view of Warner Brothers' new policy of releasing its CinemaScope productions in both stereophonic and non-stereophonic sound.

In commenting on the Warner policy, Snaper said that "although Warner does not go all the way in providing regular prints for theatres without a special lens and screen, it does much in a positive direction that will aid exhibition and their own company." Snaper added: "As this office has stated before, it is my personal belief that the wide-screen is a better presentation and all theatres eventually will have it, so that the

(*Continued on page 7*)

Elect Durwood Head Of the MPA of KC

KANSAS CITY, Jan. 17.—Stanley Durwood, general manager of Durwood Theatres, was elected president of the Motion Picture Association of Greater Kansas City, by the board of directors.

Louis Patz, division manager of National Screen, was elected first vice-president, and Robert Shelton, general manager of Commonwealth Theatres, second vice-president. William Gad-

(*Continued on page 7*)

Magna Board Meeting At Noon; Report Directors Of Fox Have Given Okay

The Magna Theatre Co. board of directors is scheduled to meet at noon here today to act on the projected deal whereby 20th Century-Fox would acquire distribution and production rights to Magna's film properties. Mike Todd, a director of Magna, indicated at the weekend that the Magna board would approve the deal which, according to Todd, already has been given the green light by the 20th-Fox board of directors.

Under the deal, it is reported that sole distribution rights to the Magna properties, both in the Magna and CinemaScope processes, will go to 20th-Fox. The broad plan reportedly also calls for 20th-Fox to distribute both the CinemaScope and Todd-AO 65mm. versions to all theatres that want one or the other.

The Magna versions, it is understood, will not be limited to United

(*Continued on page 3*)

250 Registered for National Drive-in Conclave Feb. 2-4

Approximately 250 drive-in operators already have registered for the first convention of the National Allied Drive-in Theatre Association scheduled for the Netherlands-Plaza Hotel in Cincinnati on Feb. 2-4, according to Wilbur Snaper, Allied president. Ruben Shor of Cincinnati and Robert

(*Continued on page 7*)

"The Command"

[*Warner Brothers*]
(CinemaScope)

A RIP-ROARING WESTERN, the first to be offered in the CinemaScope medium, is presented in "The Command." Warner Brothers initial panoramic screen entry. The film has virtually all the ingredients that have made Westerns popular with the theatre-going public. And with the addition of CinemaScope, it should make out handsomely at the box-office.

Credit should go to director David Butler for keeping the film smartly paced, for building suspense and for realizing the most out of the Indian battle scenes. The competent cast is headed by Guy Madison, Joan Weldon and James Whitmore. Whatever they may lack in marquee strength is made up by the sincerity of their performances, the production values of the wide open spaces as filmed in WarnerColor, and the multiplicity of action-packed scenes.

This David Weisbart production is not a "highbrow" Western, full

(*Continued on page 3*)

Improved Earnings By Loew's Is Seen

Loew's financial report for the fiscal year ended last Aug. 29 is scheduled to be released today. The New York stock market has been anticipating a favorable report, reflecting substantial improvement over the preceding year. Loew's shares have been in good demand in recent weeks with the selling price advancing almost two points during the period, currently quoted around 14.

Personal Mention

BERNARD JACON, vice-president of I. F. E. Releasing Corp. in charge of sales and distribution, will return to New York today from a Coast-to-Coast trip.

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ERIC A. JOHNSTON, president of the Motion Picture Association of America, on Friday will discuss current film censorship problems on "This Is New York" over radio station WCBS. He is due here today from Washington.

•

WILLIAM ZOELLNER, M-G-M short subjects and newsreel sales chief, will return here today from a tour of company exchanges.

•

CHARLES LESTER, Southern district manager for National Screen Service, has returned to his Atlanta home following hospitalization.

•

MORRIS BAILEY, of Bailey Theatres, New Haven, has been elected president of the Woodbridge Country Club.

•

DAN TERRELL, M-G-M publicity-exploitation manager, is scheduled to return here today from the Coast.

•

NORMA ROSEMONT, United Artists field exploiteer, left New York over the weekend for Pittsburgh.

•

JOSEPH L. ROBERTS, vice-president of Sport Films, has left New York for Miami Beach.

•

R. J. MAURELLO, of the Star Theatre, Hartford, has returned there from Miami Beach.

Braden to Promote U. A. Production

Frank Braden, veteran publicist and advance man for the Ringling Brothers circus, has been retained by United Artists to make a promotion junket in behalf of "Act of Love," it was announced by Francis M. Winikus, UA director of advertising-publicity.

Braden's swing will ballyhoo the release in Boston, Washington, Pittsburgh, Cleveland, Detroit, Chicago, Atlanta, New Orleans and Dallas.

'Jubilee' Press Book Prepared by M-G-M

A special press book for the "30th Anniversary Jubilee" of M-G-M is being prepared by the company, it was disclosed here by Howard Dietz, vice-president and director of advertising-publicity. It will consist of 12 pages made up of special publicity and promotion material with a limited section for advertising.

N. Y. Bookers to Install

The Motion Picture Bookers of New York tonight will hold its annual installation of officers at the Tavern-on-the-Green in Central Park. Ray Moon, Universal executive, will be toastmaster.

D. of C. Gives Scroll To Julian Brylawski

WASHINGTON, Jan. 17.—A. Julian Brylawski, president of the Theatre Owners of Metropolitan Washington and veteran Stanley Warner Theatres executive, has received an engraved scroll from District of Columbia officials for his civic activities in the District over many years.

The scroll, presented at a ceremony at the District Building here, cited his work on traffic safety, building code revision, housing and aid for the physically handicapped.

Federal Ticket Tax Collections Drop

WASHINGTON, Jan. 17. — Federal general admission tax collections from July through November, 1953, ran about 7.4 per cent behind the same 1952 period, the Internal Revenue Service reported. The figures are not strictly comparable, however, due to a switch in July, 1953, from a monthly to a quarterly reporting requirement.

The IRS said that in the fiscal year which started July 1, general admission tax collections through November amounted to $135,887,000, compared to $146,669,000 in the earlier year.

November, 1953, collections amounted to $55,073,000, compared to $25,007,000 in November, 1952, the Service said. However, this is a completely meaningless comparison, since very large amounts were reported in November this year which actually were collected in August, September and October.

29-City Tour for MGM's 'Trailer'

A two-day meeting on the 29-city tour planned for M-G-M's "The Long, Long Trailer" was held in Chicago over the weekend, following the arrival there of Emery Austin, M-G-M exploitation manager. The tour, featuring two starlets in the film, will begin in Chicago today and will wind up in New York on Feb. 26.

Meeting with Austin in Chicago were Ivan Fuldauer, E. C. (Bill) Coleman, Judson Moses and E. C. Pearson, M-G-M divisional field press representatives. Elliott Foreman of the New York press field staff also attended the session and will be in charge of the tour. The starlets making the tour will be Perry Sheehan and Kathryn Reed.

Blass to Des Moines As WB Manager

Herbert T. Blass, salesman in the Minneapolis exchange of Warner Brothers, has been promoted by Ben Kalmenson, WB vice-president in charge of distribution, to the post of branch manager in Des Moines, replacing Leon Mendelson, who resigned.

Tradewise . . .

(Continued from page 1)

to improvement of plant and operation and the showmanly introduction of new techniques and screen merchandise, rather than to drilling in testifying before a Senate sub-committee, attendance at the hearings and the testifying itself, is anyone's guess.

•

Certainly, it would have been far more rewarding to such exhibitors than anything their efforts have wrung thus far from the legislative body.

WB's First 'Scope Picture Launched

Celebrities, CinemaScope, searchlights and a stagecoach joined forces as more than 3,500 persons filled the Paramount Theatre in Times Square for the world premiere of "The Command," Warner Brothers' first CinemaScope production, Friday night. Starring roles in the WarnerColor outdoor production are played by Guy Madison, Joan Weldon and James Whitmore.

Highlighting the opening was the arrival of a stagecoach with entertainment stars Martha Raye, Denise Darcel, Jerry Lester, Lisa Ferraday, Lisa Kirk, Dagmar, Phyllis Kirk, Maggie McNellis, the dance team of Darvas and Julia, Movita and a group of show girls from the Latin Quarter. Driving the coach in frontier style was Buster Crabbe, screen and television star.

Editor-Realignment For 6 at 'McCall's'

John English, art editor of "McCall's Magazine" since July, 1950, has been named managing editor of the publication in an editorial realignment completed by Otis Lee Wiese, editor and publisher. Otto Storch will take over as art editor.

Other staff changes include the moving of John W. Dailey from the West Coast to New York as feature editor. Peggy Bell, beauty editor, has been named beauty and short features editor, while Henry Ehrlich, formerly managing editor, has been designated as picture story editor. Barbara Lawrence, formerly an associate editor, will be senior copy editor under the realignment.

Films on Federal Overseas TV Shows

WASHINGTON, Jan. 17.—The U. S. overseas information program is making full use of films now in the government's collection for showing on television stations overseas.

A report from the U. S. Information Agency said that over 300 films have so far been released for television use in 19 countries. The agency is also preparing new, special material for TV, the report stated.

Senate Group Lauds Industry's Aid to U. S. Film Program

WASHINGTON, Jan. 17. — The motion picture industry has given excellent cooperation to the government's overseas film program, even distributing important government information films, a congressional investigating sub-committee was told at the weekend.

The statement was made in a lengthy report submitted by the U. S. Information Agency to a Senate Foreign Relations sub-committee, which has been studying the overseas information program. The sub-committee, headed by Sen. Hickenlooper (R., Ia.), wound up its investigation of USIA on Friday with testimony from agency director Theodore C. Streibert. The report was released when Streibert took the witness stand. The Senate sub-committee will now work on its final report and then disband.

Asks Liaison with Industry

One of the sub-committee's earlier recommendations was for better liaison between USIA and the motion picture industry and other private media. "During the last six months," the agency report declared, "several major contributions to the development of the motion picture program have been made by the motion picture industry, the result of close cooperation through continuing liaison. The industry has made available its worldwide commercial distribution facilities to obtain a quick play-off on important picture subjects of current interest."

The industry has also made available film writers and technicians "at terms favorable to the government," and top industry executives serve as government consultants, the report said.

Some Pictures 'Objectionable'

Another earlier Senate sub-committee recommendation was that the USIA get industry cooperation "to lessen the number of objectionable commercial films sent abroad." The USIA report said the agency is trying to get industry cooperation "in regard to the subject matter and quality of the films it distributes abroad." In order to help the industry appraise its films overseas, the report added, USIA makes available information reported by agency missions abroad concerning local reaction to U. S. commercial films. "This information is forwarded to the Motion Picture Association of America for use in considering requests to individual producers to limit a film's circulation," the report said.

An MPAA official said the government has been sending to the Motion Picture Export Association in New York a digest about once every six months of overseas reactions to U. S. films, and that these digests "occasionally get passed around to foreign managers." However, he emphasized, there is no formal set-up to handle these government reports and it is impossible to say what effect—if any—they actually have on individual companies.

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Univ.-Decca

(Continued from page 1)

port from any other Universal stockholder.

As of Dec. 31 last, Decca owned 600,075 shares of Universal common, or 59.6 per cent. The offer to exchange the 145,842 shares of Decca's authorized but unissued capital stock for Universal's common at a two-for-one ratio will expire on Feb. 8. Tenders received until Jan. 27, Decca said, if calling for more Decca stock than is available, will be pro-rated and no tenders will be accepted thereafter.

If tenders received to Jan. 27 do not call for more Decca stock than is available, all will be accepted and tenders received thereafter will be accepted on a first come, first served basis, Decca said. Guaranty Trust Co. is exchange agent in connection with the offer.

Stock Selling Well

Universal common, which has been in good demand on the New York Stock Exchange for many weeks, is selling at 19 and a fraction per share. Decca is selling at 10 and a fraction.

Universal's annual financial report for the fiscal year ended last Oct. 31 is scheduled to be released within the next 10 days to two weeks and is expected to show a net profit in excess of $2,500,000, after provision for taxes and write-offs, including $500,000 additional reserve for possible liability under pending anti-trust suits.

Decca's 1953 financial report has not been released yet. In 1952 it reported a net profit of $933,265, of which dividends received from Universal accounted for $423,046. Since then, Decca's added holdings of Universal common have increased its dividend participation to approximately $1,500,000.

Several proposals for a merger of Universal with Decca have been initiated during the past two years but were withdrawn or held in abeyance.

N. O. in Festive Mood For 'Jubilee Trail'

NEW ORLEANS, Jan. 17.—With this city's famous Canal Street renamed "Jubilee Trail" for the occasion, Republic Pictures' film of that name opened here Friday night at the Saenger Theatre following an intensified campaign which included radio and television appearances of film stars and an impressive program of civic activities.

Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, and Pat O'Brien, co-stars of this Trucolor production, and Buddy Baer, featured in the film, were introduced to the throngs in front of the theatre, as well as to radio and television audiences over WDSU and WDSU-TV.

Herbert J. Yates, Republic president, flew in from the Coast for the premiere, as did his executive assistant, William Martin Saal. Gwen Bristow, author of the novel "Jubilee Trail," from which the picture was adapted, was among those present. C. Bruce Newbery, director of sales, headed a list of home office executives which included Walter L. Titus, Jr., southern division sales manager, and branch managers from his division.

On Saturday, following a luncheon at the clubhouse at the Fairground Raceway, Yates and Miss Ralston presented a floral horseshoe to the winner of the Jubilee Trail handicap.

T-H Law Hearings Start on Jan. 25

WASHINGTON, Jan. 17.—The Senate Labor Committee has voted to hold two weeks of hearings, starting Jan. 25, on President Eisenhower's recommendations for revision of the Taft-Hartley law. The recommendation included a proposal to relax union shop provisions of the law as applied to the film industry.

"The Command"

(Continued from page 1)

of subtleties of a way of life, of characters, of scene. This is a straightforward shootin' Western with the plot lines simple and the characters bold and it should register well with the broad mass audience. Exhibitors who do not show this in CinemaScope, with stereophonic sound, are selling themselves short for the charge of the U. S. Cavalry has seldom ever on the screen achieved such excitement. Russell Hughes, who wrote the screenplay, and Samuel Fuller, who wrote the adaptation from a "Saturday Evening Post" novel by James Warner Bellah, should be congratulated.

The plot finds Guy Madison, a young doctor attached to a unit of the U. S. Cavalry, put in command of his detachment when the officer is killed by marauding Indians in Wyoming. How handsome Madison fulfills his role as commander, despite the ridicule of the line soldiers and despite the extra burdens put on his command, forms the theme of the story. With the exception of the romantic angle supplied by Joan Weldon, seldom does the film waver from its central theme.

Madison's command requires him to escort a wagon train to safety, through hostile Indian territory. It is during this mission that the screen is replete with shooting, fighting, suspense, and action. Supporting roles are played by James Whitmore, a cavalry sergeant, Carl Benton Reid, who plays a tough old infantry colonel, and Harvey Lembeck, a cavalryman who supplies some of the humor.

The picture was viewed on the New York Paramount's Raytone screen, measuring 53 feet wide by 23 feet high. Stereophonic sound was employed.

Others in the cast include Ray Teal, Bob Nichols, Don Shelton, Gregg Barton, Boyd "Red" Morgan, Zachary Yaconelli and Renata Vanni.

Running time, 88 minutes. General audience classification. For release Feb. 13.

MURRAY HOROWITZ

"Jubilee Trail"

(Republic)

EXPLOITATION possibilities are numerous in this drama of early California days based on the 1952 best-selling novel of the same title, by Gwen Bristow. In addition to the book's large audience, other selling points in the picture's favor are a cast of well known names, good action highlights in fist and gun-fighting and an Indian ambush of a wagon train, excellent color by Trucolor, a quartet of songs energetically sparked by Vera Ralston and good production values in sets and costuming throughout.

Emphasis on these assets of the picture may help it to pay off in proportion to your patrons' liking for drama of the old West. An unpredictable reception would seem to await it where that liking is not pronounced, due largely to melodramatic situations, uneven story values and some occasionally mechanical performances. The screen play was by Bruce Manning and the direction by Joseph Inman Kane, who also was associate producer. Neither the script nor the direction could be called distinguished.

The story picks up John Russell, his bride, Joan Leslie, and Miss Ralston, a cafe entertainer, around 1846 in a New Orleans hotel where the newlyweds aid in Miss Ralston's escape from police who mistakenly believe her to be responsible for the death of her husband in New York. The trio meet again on the Jubilee Trail Westward and Miss Ralston accompanies the newlyweds to California, where Russell's brother, played by Ray Middleton, is planning to enlarge his land empire by marrying Russell to a Spanish girl whose dowry includes a huge land grant. Middleton is unaware that the brother has been married while in the East, and the brother is unaware that in his absence the Spanish girl has borne him a son.

The situation results in the fatal shooting of Russell by the girl's father and the death by suicide of the girl. Befriended by Forrest Tucker, Miss Leslie and Miss Ralston go to Los Angeles where the latter opens a cafe. Miss Leslie bears a child there which Middleton endeavors to take from her to make his heir. Tucker frustrates the attempt and, with romance between Miss Leslie and himself astir, they head with Miss Ralston for the new gold boom-town, San Francisco.

Others in the cast are Pat O'Brien, Buddy Baer, Jim Davis, Barton MacLane, Richard Webb, James Millican and Martin Garralaga.

Running time, 103 minutes. General audience classification. January release.

SHERWIN KANE

100 Iowa-Neb. Dates For 'Go, Man, Go!'

"Go, Man, Go!" starring the Harlem Globetrotters basketball team and Dane Clark, has been set for a 100-date territorial saturation campaign in Nebraska and Iowa beginning Wednesday. Its premiere was held Saturday at the Tabor and Webber theatres in Denver.

SPG Board Meet Jan. 25

HOLLYWOOD, Jan. 17. — The first board of directors meeting in 1954 for the Screen Producers Guild will be held here on Jan. 25 in the commissary of 20th Century-Fox.

Magna-20th

(Continued from page 1)

Artists Theatre Circuit houses, as originally indicated when Magna was formed, but to all exhibitors who are willing to equip for the process. Tentative plans call for roadshow engagements of Magna pictures in large metropolitan area theatres that are Magna-equipped. These roadshow engagements would be followed by the general release of the CinemaScope version in the same cities and in other situations which do not have a Magna-equipped house. The timing between the roadshow Magna release and the CinemaScope version release, it was explained, as an example, will be similar to the time elapsing between the close of "The Robe" at the New York Roxy, and the picture's playing Metropolitan area houses.

The provisions of the proposed deal were considered in some trade circles as of having the consequence of protecting the interests of the general exhibitor, assuring him of CinemaScope versions of a competing process and the opportunity to equip for Magna if he so desired.

It is reported that approximately $4,500,000 is involved in the transfer of the Magna properties to 20th-Fox. "Oklahoma" is scheduled to be the first picture to be made with the Todd-AO process, with production slated to get under way within the next few weeks. In addition, rights to other Rodgers and Hammerstein properties committed to Magna will pass to 20th-Fox if the deal is consummated, it is understood.

Meanwhile, 20th-Fox stock closed at 22 on Friday, a new high.

Six Texas Openings For 'Red Garters'

"Red Garters," Paramount's newest musical, will open simultaneously at two theatres in Austin, Tex., on Feb. 1. The State and the Paramount theatres will play host to a galaxy of stars featured in the film, including Pat Crowley, Joanne Gilbert, Gene Barry, Buddy Ebsen and Frank Faylen, all of whom will make personal appearances and join in state-wide activities.

The film, which also stars Rosemary Clooney and Jack Carson, will open at other Interstate theatres following the Austin premiere. It will start in San Antonio on Feb. 3, in Houston on Feb. 4, in Dallas on Feb. 5 and in Fort Worth on Feb. 6.

Plans for the premiere were outlined recently at a meeting in Dallas held by Don Hartman, Paramount executive producer, Robert J. O'Donnell, head of Interstate, and a group of Interstate executives.

Ia.-Neb. Allied to Meet

OMAHA, Jan. 17.—The spring convention of Allied Theatre Owners of Iowa-Nebraska and Mid-Central has been set for this city on May 4-5.

Bill Would Drop Tax On Low-price Tickets

WASHINGTON, Jan. 17.—Rep. Saylor (R., Pa.) has introduced in the House a bill which would exempt from the Federal 20 per cent admission tax all tickets costing 45 cents or less.

NOW! Four great from Twe



The screen's three most exciting young stars!

Panoramic Productions presents

MITZI GAYNOR · KEEFE BRASSELLE · JEFFREY HUNTER

in

THREE YOUNG TEXANS

TECHNICOLOR

Produced by LEONARD GOLDSTEIN
Directed by HENRY LEVIN
Screen play by GERALD DRAYSON ADAMS
Released by 20th Century-Fox

Your hottest new boxoffice personality!

Leonard Goldstein presents

JACK PALANCE

in

MAN IN THE ATTIC

co-starring

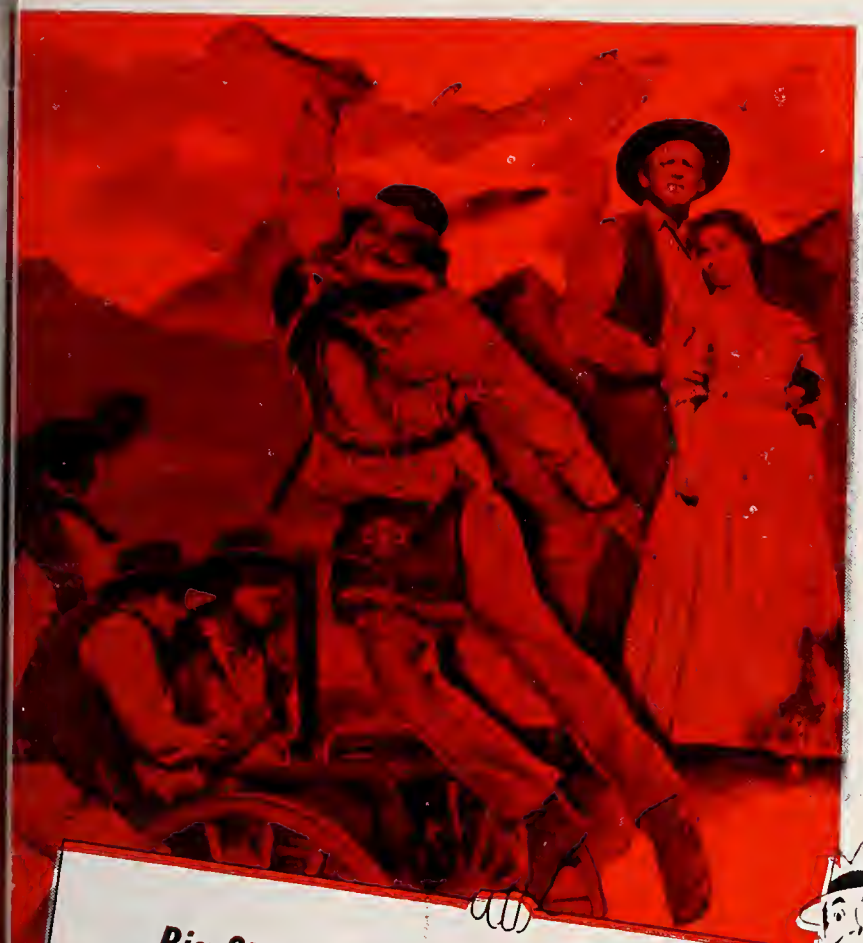
CONSTANCE SMITH · BYRON PALMER

Produced by ROBERT L. JACKS · Directed by HUGO FREGONESE · Screen play by ROBERT PRESNELL, JR. and BARRE LYNDON

A Panoramic Production · Released by 20th Century-Fox



exploitation naturals
ntieth Century-Fox!



Big Stars! Big Outdoor Action!

VAN JOHNSON · JOANNE DRU

in

THE SIEGE AT RED RIVER

TECHNICOLOR

with RICHARD BOONE

Produced by LEONARD GOLDSTEIN
Directed by RUDOLPH MATÉ
Screen play by SYDNEY BOEHM

A Panoramic Production • Released by 20th Century-Fox

Leonard Goldstein presents

The year's top 3D thriller!

GORILLA AT LARGE

TECHNICOLOR

CAMERON MITCHELL
ANNE BANCROFT

Produced by ROBERT L. JACKS • Directed by HARMON JONES • Written by LEONARD PRASKINS and BARNEY SLATER

A Panoramic Production • Released by 20th Century-Fox



Libraries Order 'New Screen Techniques'

A steady stream of orders continue to arrive in the New York offices of Quigley Publishing Co. for copies of "New Screen Techniques," the volume of 26 articles on new production and projection techniques edited by Martin Quigley, Jr.

Libraries all over the world have ordered copies, the latest being the New York Public Library, which has just ordered 24 copies for all of its branches in Greater New York. Orders from 50 countries around the globe have been received to date.

Sealtest TV Sales Meet to Be Musical

A musical variety show with sales promotion integrations will feature the televised sales meeting of the National Dairy Products Corp.'s Sealtest divsion on Thursday. The show, to be produced by Theatre Network Television, will originate from the Center Theatre in New York under the supervision of Alexander Leftwich.

The Sealtest markets which will be tied together in the TV sales conference are New York, Boston, Philadelphia, Albany, Syracuse, Buffalo, Pittsburgh, Washington, Charlotte, Jacksonville, Atlanta, Detroit, Chicago, Cleveland and St. Louis.

Kaufman Republic's 'Man-of-the-Month'

Republic's "Man - of - the - Month" award for December has been won by Chicago branch manager Herbert Kaufman.

Kaufman is the third manager to receive this monthly award, which is based upon accomplishments in branch operation, showmanship and community effort. He will receive a portfolio, a letter of commendation, and a citation signed by Republic president Herbert J. Yates and C. Bruce Newbery, director of sales. December runners-up were branch managers Joseph Wohl, New York, and George Kirby, Cincinnati.



finest service to California on

"THE HOLLYWOOD"

Board United's famous one-stop DC-6 Mainliner to Los Angeles at noon, arrive at 7:55 p.m. Delicious United lunch and dinner aloft. Also "the Advance Hollywood" and "the Overnight Hollywood."

Local times quoted

UNITED AIR LINES

Reviews

"She Couldn't Say No"

(RKO Radio)

THIS is an amusing little story comprising a series of trivial incidents. The romantic leads are shared by Robert Mitchum and Jean Simmons.

The story presents Miss Simmons as a light-brained young heiress who decides to go to a small Arkansas town and play the role of Santa Claus. It seems that when she was a small girl traveling with her impoverished father, she became ill and the people of the town saved her life by chipping in money for medical treatment. Thus the desire to be the anonymous benefactor.

In the town she meets Mitchum, an easy-going doctor who enjoys his fishing and the unhurried pace. Presto, there is a romance, but one that is more marked by initial differences than harmony. As the story, concocted by D. D. Beauchamp, William Bowers and Richard Flournoy proceeds, Miss Simmons' gesture of lavishly giving gifts and money backfires in an assortment of ways. Most annoyingly the town becomes the objective of every wayward traveler and fortune seeker and the problem grows out of hand.

When the consternation finally is put under control Mitchum finds time to pop the romantic question to Miss Simmons and the answer is "yes."

Lloyd Bacon directed this Howard Hughes' presentation and Robert Sparks produced.. Others in the cast are Arthur Hunnicutt, Edgar Buchanan, Wallace Ford, Raymond Walburn, Jimmy Hunt, Ralph Dumke, Hope Landin, Gus Schilling, Eleanor Todd and Pinky Tomlin.

Running time, 89 minutes. General audience classification. Release date, Feb. 15.

"Three Young Texans"

(20th Century-Fox)

PRODUCED in color by Technicolor, Panoramic's second production for 20th-Fox release is a switch in theme from the first, "The Man in the Attic." This is a hard-riding, fast-shooting Western, although somewhat weak on story with too many pat situations. It has three fine players in the title roles, Mitzi Gaynor, Keefe Brasselle and Jeffrey Hunter, all up-and-coming stars.

The three young Texans are close friends and try to help each other as much as possible. Hunter's father gets into trouble and is blackmailed into helping some crooks pull a train robbery. The boy overhears and stages the holdup himself to protect the older man. He hides the money and intends to return it eventually. But Brasselle finds it and wants to split it with him.

The bandits suspect Hunter of pulling the robbery and corner the two of them. Braselle rides off with them and Hunter seeks Miss Gaynor's and some legal help. The finale reveals a big gun battle, Brasselle's death, the gang wiped out and romance for the remaining two young Texans.

The three leads perform well with Hunter coming off best. Since Brasselle's appearance in "The Eddie Cantor Story" his marquee strength is certainly boosted. And Miss Gaynor, heretofore a comedy and musical performer, adds her pleasant tomboy quality to her role. The color is good and the film should please Western fans if they overlook the stock situations.

Leonard Goldstein produced and Henry Levin directed, from a screen play by Gerald Drayson Adams. It was based on a story by William MacLeod Raine.

Others in the cast are Harvey Stephens, Dan Riss, Michael Ansara, Aaron Spelling, Morris Ankrum, Frank Wilcox, Helen Wallace, John Harmon and Alex Montoya.

Running time, 78 minutes. General audience classification. January release.

"Go, Man, Go!"

(United Artists)

WHILE aimed primarily at sports fans in general and basketball enthusiasts in particular, this picture has sufficient appeal to satisfy those who are not sports-minded. It has a sort of semi-documentary approach, it being the story of the trials and tribulations of the Abe Saperstein, who built the Harlem Globetrotters from a barnstorming group of cage players into one of the "greats" among professional basketball teams. Not only are the Globetrotters skilled in their chosen profession but they have plenty on the comedy side.

Dane Clark, who portrays the real-life Abe Saperstein, gives a convincing performance. And he has been surrounded by a capable cast which includes, among other standouts, Pat Breslin as the wife of Clark, Sidney Poitier as the loyal spokesman for the team and Edmond Ryan as a newspaper sports writer who helps to battle the basketball monopoly.

The story traces Saperstein's efforts to build his Negro team into a great attraction, a goal which he eventually achieves after many heartaches and disappointments. The incidents work toward an exciting climax, the final game in a challenge tournament, which should keep audiences on the edge of their seats.

Commendable is the manner in which the producer, writer, director and cameraman have blended fiction, semi-fiction and factual data into an entertaining production. For this, producer Anton Leader, director James Wong Howe, photographer Bill Steiner and writer Arnold Becker can take bows, as well as editor Faith Elliott for a good cutting job.

Others in the cast are Bram Nossen, Anatol Winogradoff, Celia Boodkin, Carol Sinclair, Elsworth Wright, Slim Gaillard, Frieda Altman, Mort Marshall, Jean Shore, Jule Benedic, Jerry Hauer, Marty Glickman, Bill Stern, Lew Hearn, Ruby Dee and the Harlem Globetrotters.

Running time, 82 minutes. General audience classification. Release date, Jan. 22.

AL STEEN

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

PAINTS MADE ESPECIALLY for all sections of drive-in theatres and color schemes for using them have been introduced by Spatz Paint Industries, Inc., St. Louis. The company explains that the color plan, which specifies the amount and type of paint for each individual unit, is based on the assumption that the structure and the size of average drive-ins are similar. Each of the paints is made for a specific area, including the refreshment stand, rest rooms, screen, fence, posts, loud speakers, road marking and marquee. Cards showing the color selections and copies of the plans may be obtained at branches of National Theatre Supply.

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Theatre owners, managers and circuit executives are being offered a combination portfolio and file in which to collect data on theatre operation and equipment by First American Products, Inc., Kansas City They call it the "Theatre Owner's Manual of Equipment and Supplies" and it is made in the form of a binder that expands on the "accordion" principle. It contains nine pockets for inserting material, all identified by a projecting tab which carries the main subject or classification in bold letters, followed by sublists. The leading divisions include General, Projection and Sound, Marquees, Screens, Lighting and Signs, Playgrounds and Patios, Refreshments, Buildings and Furnishings, and Maintenance. The file is being supplied by the company free of charge to theatremen requesting it on their letterheads.



•

New and larger business quarters in New York City have been acquired by Streuber & LaChicotte, Inc., export distributors for manufacturers of theatre equipment, according to an announcement by W. B. LaChicotte, president. The firm is now in the Fisk Building, 250 West 57th St.

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Curved, metal wide-screen frames, constructed to individual order with the tilt and radius specified permanently built-in, have been marketed by the Drive-in Theatre Mfg. Co., a division of Dit-Mco, Inc., Kansas City. Vertical members of the frames are of heavy-gauge square steel tubing with angle bracing in all four corners of each of the sections. The top and bottom horizontals are constructed of a channel into which the proper arc is rolled, and then the channel is secured to a stiffner plate. The complete frame is painted flat black.

Theatres Support 'March of Dimes'

Motion picture theatres throughout the country are giving their all-out support to the 1954 March of Dimes campaign during January, it was reported here by the National Foundation for Infantile Paralysis.

Basil O'Connor, president of the Foundation, was said to have received scores of letters from exhibitors assuring him that they not only will show the 1954 March of Dimes short subject, "Look for the Silver Lining," starring Howard Keel, but will also take up audience collections.

Snaper Urges

(*Continued from page* 1)

cost is, to all intents and purposes, a regular expense for a theatre."

Snaper charged that there is a "tremendous" margin of profit between manufacturers' cost of the lens and the price being asked by 20th Century-Fox. According to Snaper, it is rumored that the lens cost is less than $700, while the cost to a theatre is about $1,700, but he added that he hoped the price would be lowered shortly.

"I wish to put you on notice that it will be rough going because of the claimed print problems on the part of distribution," Snaper wrote. "There is little doubt that this will be straightened out. It is unlikely that they will make the stereophonic, nonstereophonic and regular prints, so it is suggested that exhibitors prepare themselves with the lens and screens."

Okla. Theatres Sued When Patron Dies

TULSA, Jan. 17.—A Tulsa widow filed a $62,450 suit in district court here Friday against the Oklahoma Metropolitan Theatres, Inc., operations of the Circle Theatre, and its manager, Cecil J. Puckette. The suit, filed by Mrs. Lois Altbach, alleged that negligence on the part of Puckette caused the death of her husband, S. D. Altbach.

The petition said that Altbach became ill at the Circle Theatre, and Puckette was helping him to a cab when Altbach fell. Puckette, she said, then called police and said Altbach was drunk.

Altbach was taken to jail, and a few hours later taken to a hospital, where it was found he had suffered a cerebral hemorrhage. He died a few hours later.

New Bank Nite Plan Follows Ban in Iowa

DES MOINES, Jan. 17. — The Iowa Supreme Court on Friday reaffirmed a Nov. 17 decision holding that theatre Bank Night, as practiced in Iowa for many years, is illegal.

At the same time, Iowa theatre men said they already have changed the manner in which they are conducting Bank Night. Drawings now are being held before or after performances, with participants required only to sign cards. The new practice, which has been approved by the Attorney General, is being followed by Tri-States, Central States and the independents, it was learned Friday.

Review

"The Boy from Oklahoma"

(Warner Brothers)

WILL ROGERS, JR., displays the same charm native to his family as he evidenced in the screen biography of his father last year. Playing the title role in his first fiction film, "The Boy from Oklahoma," he assumes the role of a genial plainsman who triumphs over skullduggery armed only with a lasso and an abundance of homespun epigrams. It is an appealing performance and one which lifts a standard Western out of the routine category.

Michael Curtiz, who directed the film, seems to have worked a lot more substance into the story than existed in the screenplay which Frank Davis and Winston Miller adapted from a "Saturday Evening Post" piece by Michael Fessier. This substance includes some fine character performances by Lon Chaney, as a psalm-quoting rancher driven amok by a nagging wife, and by Clem Bevans, as a doughty old justice of the peace who has lived to a ripe old age by minding nobody's business but his own. Generally the film is as predictable as it is pleasant.

It opens as Rogers rides into the little town of Blue Rock to mail some examination papers for a law degree, for which he is studying by correspondence. Although only passing through town, he is persuaded to stay and become sheriff when the stage carrying his papers is held up and the mail bag stolen. The crooked Blue Rock mayor, Anthony Caruso, noting Rogers' naivete and inability to handle a gun, thinks he has a pushover. The mayor, however, reckons not on the influence of pretty Nancy Olson, daughter of the late sheriff, who persuades Rogers to try and track down the killers of her father, whom she worshipped.

The complications which ensue are fairly eventful, including a brush with the original juvenile delinquent, Billy the Kid, and the revelation that Miss Olson's father was not the tower of virtue he was reputed to be. The fade-out, nevertheless, finds the mayor unmasked as the arch-criminal and Rogers and Miss Olson duly betrothed.

As produced by David Weisbart, "The Boy from Oklahoma" is gentle entertainment for the whole family.

Others in the cast are Wallace Ford, Clem Bevans, Merv Griffin, Louis Jean Heydt, Sheb Wooley and Slim Pickens.

Running time, 88 minutes. General audience classification. Release date, Feb. 27.

Durwood Elected

(*Continued from page* 1)

doni, branch manager of M-G-M, was reelected secretary, and Ed Hartman of Hartman Buying and Booking Agency, was reelected treasurer.

The board discussed plans for the year's activities. Another meeting will be held Jan. 20 for the appointment of committees.

Legion's Latest List Has 6 in 'B,' 10 in 'A'

Six pictures were placed in Class B, and 10 in Class A in the latest listing of the National Legion of Decency. In Class B are "Act of Love," "The Bigamist," "The Pleasure Garden," "Sins of Jezebel," "Tanga-Tika" and "Wicked Woman."

The 10 films in Class A are divided evenly between sections one and two. In the latter section are "Border River," "Drums of Tahiti," "The Golden Coach," "His Majesty O'Keefe" and "The Spice of Life." In Section One are "The Eddie Cantor Story," "Horse's Mouth," "King of the Khyber Rifles," "Knight of the Round Table" and "Path to the Kingdom."

Tax-End Would Aid Musicians: Petrillo

CHICAGO, Jan. 17. — James C. Petrillo, American Federation of Musicians president, following a press conference with vice-president Nixon, today said, "It looks as though some reductions will be made" in the 20 per cent federal amusements tax. He asserted that thousands of musicians and other entertainers who now are out of work would be able to find employment if the tax was reduced or abolished.

Associate Members

(*Continued from page* 1)

tative, and Ira Meinhardt and Fabian to represent the New York tent at the international convention in Dallas on March 22-25.

Al Gorsen, reporting for the Variety Foundation, revealed that an additional $12,000 had been turned over to the Variety Club Epilepsy Clinic largely as a result of the Celebrity Ball on New Year's Eve.

The board approved an annual contribution of $100 to the Chick Lewis Fund, to be administered for the Will Rogers Memorial Hospital by Variety International.

Membership dues for the new year are coming in "at a healthy rate," Saul Trauner, dough guy, stated.

Others present at the meeting were Hugh Owen, Dave Snaper, Nat Furst, George Waldman, Harold Klein, Jack Hoffberg, Cy Seymour, Martin Levine, Harold Rinzler, Spyros S. Skouras and Morton Sunshine.

AMPP Host to 380 From Abroad in '53

HOLLYWOOD, Jan. 17.—The international committee of the Association of Motion Picture Producers was host to 380 official representatives of 45 countries during past year, cooperating with the State Department's "Foreign Leader" program, the committee revealed on Friday. Japan, Germany, India and Brazil headed list in point of visitors entertained.

Committee chairman William Gordon commented, "the American film is regarded as one of this country's finest ambassadors abroad, primarily because of its entertainment value, and exchange of visitors presents opportunity for cementing favorable impressions gained through films."

S-W Board Meets Here Tomorrow

The board of directors of Stanley Warner Corp. is scheduled to meet here tomorrow for the purpose of electing officers. It is expected that all present officers will be reelected.

Drive-in Conclave

(*Continued from page* 1)

Wile of Columbus are co-chairmen of the convention.

It is planned to devote a full day to a discussion of film problems and another day to a symposium on equipment. It is understood that space for equipment exhibits has been sold out.

Other topics on the agenda are new methods of operation, advertising methods adapted to the present market, trade practices as they apply to buying, booking, availability, prints and clearances; advanced techniques in concession management and ways to increase box-office receipts. Among the speakers will be Herbert Barnett, president of the Society of Motion Picture and Television Engineers.

Following the convention, the Allied board will hold its annual meeting in the Terrace Plaza Hotel, Cincinnati.

Rhoden, Jr., in New Commonwealth Post

KANSAS CITY, Jan. 17.—Elmer C. Rhoden, Jr., has been appointed director of publicity and public relations for Commonwealth Theatres, in charge of promotion campaigns, a new position. He has been film buyer, in which position he is succeeded by Lloyd Morris, for several years in charge of the Western division of the circuit.

Paoloni in Hollywood

Otto Paoloni, a supervisor at Pathe Laboratories, here, arrives in Hollywood today to discuss operations and to meet with producers for purposes related to Pathe processing.



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SAN FRANCISCO

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Friendly launge, superb cuisine, gracious hospitality in new, giont TWA Super Constellations. Sleeper berths at extra cost. See your travel agent or call Trans World Airlines.

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Academy Award Winner

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...directed it...

on location in Africa and Europe, topping anything he's ever done before, including "Moulin Rouge" and "African Queen"!



Academy Award Winner

HUMPHREY BOGART

...stars in it...

the Academy Award adventurer... in his biggest adventure of all!



Academy Award Winner

JENNIFER JONES

...co-stars in it...

a great actress in the most challenging role of her career!



Firebrand

GINA LOLLOBRIGIDA

...smolders in it...

a torrid new talent makes her American debut in a role as fiery as the Mediterranean sun!



And a Cast Headed By

PETER LORRE
ROBERT MORLEY
EDWARD UNDERDOWN

as a sinister, treasure-hunting conspiracy ruthlessly battling for the greatest fortune of the age!

Available NOW For March 1 Bookings!

BEAT THE DEVIL

SANTANA PICTURES presents

HUMPHREY BOGART
JENNIFER JONES
GINA LOLLOBRIGIDA

in JOHN HUSTON'S production of

Beat The Devil

co-starring

ROBERT MORLEY

with

PETER LORRE · EDWARD UNDERDOWN

Screenplay by JOHN HUSTON and TRUMAN CAPOTE
From the novel "Beat the Devil" by JAMES HELVICK
Directed by JOHN HUSTON

A SANTANA-ROMULUS PRODUCTION



"Looks like money-maker! 'BEAT THE DEVIL' is in the same classification as the smash hits 'THE AFRICAN QUEEN' and 'MOULIN ROUGE'."—*Variety*

AND it's backed by a high-powered, showmanship campaign that beats them all . . . newspapers, national magazines, radio, TV, tie-ups . . . everything and anything you need for SURE-FIRE, BIG BOXOFFICE GROSSES!

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VOL. 75. NO. 12 NEW YORK, U. S. A., TUESDAY, JANUARY 19, 1954 TEN CENTS

Sales Up, Too

Loew 12-Week Net Rises to $1,133,893

Compares With $332,206 in '52; Year's Net Dips

A net profit of $1,133,893, after all charges and taxes, was reported here yesterday by Loew's, Inc., for the first 12 weeks of the fiscal year ended Nov. 26. This is equivalent to 22 cents per share on 5,142,615 shares of common stock and compares with a net income of $332,206, or six cents per share, which was reported for the corresponding period of the previous year, an increase of $801,687.

Gross sales and operating revenue during the fiscal year's initial period also was up substantially over the corresponding 12-week period of the previous year, rising from $38,075,000 to $41,099,887.

The net for the fiscal year ended
(*Continued on page 7*)

Consolidated Takes Over Wichita Houses

KANSAS CITY, Mo., Jan. 18.—Consolidated Agencies, Inc., Kansas City, Mo., Clarence A. Schulz, president, takes over operation of six conventional theatres and two drive-ins at Wichita, Kansas, shortly.

Nick Sonday for 10 years manager of Fox Midwest's first-run Midtown Theatre, The Uptown, has joined Consolidated as general manager of the theatres it operates including the eight in Wichita.

Heretofore Schulz has handled the
(*Continued on page 6*)

M-G-M to Release 30 in Fiscal Year

Loew's interim report to stockholders reveals that M-G-M will release 30 features, 24 of which will be in color, during the current fiscal year. Many of these productions have been completed, the report states.

Last fall the company announced it would have a minimum of 18 releases this year but that the schedule would be flexible and could be added to from time to time.

Technicolor Ties in With Polaroid's 3-D Single-Strip System

An agreement between the Polaroid Corp. and Technicolor, looking toward realization shortly of 3-D motion pictures in color on a single strip of film, was disclosed here yesterday. The process, it was pointed out, requires only one projector with no attachments whatever.

Announcing the agreement were Dr. Herbert T. Kalmus, president and general manager of Technicolor, and Dr. Edwin H. Land, Polaroid president. Under the pact, Technicolor is licensed to make full color stereophonic motion picture prints on Polaroid's Vectograph base film material.

If this application of the Polaroid invention proves successful, executives of both companies believe that the Vectograph process should provide a fresh impetus to production of 3-D pictures by making them more comfortable to view and by making it
(*Continued on page 4*)

Decision Reversed In Adelman Suit

NEW ORLEANS, Jan. 18.—The U. S. Circuit Court here has reversed a Dallas District Court decision in the anti-trust case brought by I. B. Adelman, Texas exhibitor, whose suit against major distributors and Texas Interstate and Texas Consolidated circuits, was dismissed on Jan. 14,
(*Continued on page 6*)

HIGH COURT OKs 'M,' 'LA RONDE'

Says Court Limits Censors Further

The U. S. Supreme Court decisions on the "M" and "La Ronde" cases were hailed here yesterday by Eric A. Johnston, president of the Motion Picture Association of America, who said the rulings "certainly have narrowed the area where the government censor can operate Constitutionally."

Johnston, in his brief comment, expressed delight that the "Supreme Court of the United States has knocked down motion picture censorship in two more cases." Continued Johnston, "It is my hope that the day may not be far off when the court will go further and eliminate all political censorship of motion pictures so
(*Continued on page 4*)

NT's Skouras Urges Adherence to Code

HOLLYWOOD, Jan. 18.—Charles P. Skouras, president of National Theatres, today sounded a warning against overzealous interpretation of the Supreme Court's ruling on censorship.

Skouras said in formal statement, "The Supreme Court decision is sound
(*Continued on page 4*)

But Stops Short of Freeing Films from All Prior Censorship

By J. A. OTTEN

WASHINGTON, Jan. 18. — The Supreme Court today unanimously reversed two lower court decisions upholding state film censorship.

The court's action involving the "M" and "La Ronde" cases, was a major victory for the opponents of censorship, though a majority of the justices still refused—for the time being, at least—to go all the way on the argument that all film censorship prior to screening is unconstitutional.

The court's decision was apparently based on the grounds that the statutes used in the two cases before it were too vague and indefinite. The court issued no detailed opinion giving its reasons for reversing the lower courts, merely reporting that the lower court judgments were reversed on the basis
(*Continued on page 4*)

Harris P. Wolfberg, 71, of Denver, Dies

DENVER, Jan. 18. — Harris P. Wolfberg, 71, president of Wolfberg Theatres, will be buried in Kansas City, probably tomorrow.

Wolfberg, who died Saturday in a Chicago hospital after an illness of several months, was president of the company which owned two first-run theatres in this city, in addition to five drive-ins, also in Denver, and had interests in several theatres in Southern California. He was active for years in Allied States Assn.

Entering show business as a rider for the old Essanay Film Co. in Chicago, he soon switched to the selling end, and prior to World War I,
(*Continued on page 7*)

Halts Negotiations

RKO to Release 'Line' Sans Seal; L of D Condemns It

HOLLYWOOD, Jan. 18.—RKO Radio officials over the weekend broke off negotiations with the Production Code Administration here on revision of the production "French Line" to qualify it for a Production Code seal and indicated the picture will be released in the near future without a seal.

Simultaneously, in New York the National Legion of Decency announced that it had placed the picture in the "C" or condemned classification and charged, in doing so, that RKO Radio had violated a pledge it had made in writing to the Legion earlier that the film would be withdrawn from exhibition pending its revision to satisfy objections on moral grounds.

RKO Radio officials had negotiated
(*Continued on page 4*)

Jersey 'Moon' Show Draws Fine of $100

A fine of $100 yesterday was imposed on the Stanley Corp. for having presented "The Moon Is Blue" in a single performance at the Stanley Theatre in Jersey City. In imposing the fine, Magistrate George W. King held that the film "does not show dirt for dirt's sake," but, he added, "it does not conform to popular morals and might be harmful to adolescents and to some adults."

Magna-20th Deal Parleys Continue

Principals of Magna Theatre Corp. met yesterday to discuss the deal whereby 20th Century-Fox would acquire distribution rights to Magna's film properties, but it is understood that final action was not taken and the sessions will continue today.

Personal Mention

A. MONTAGUE, Columbia Pictures general sales manager, and RUBE JACKTER, assistant general sales manager, will leave New York today for Canada.

•

HOWARD DIETZ, M-G-M vice-president, will return to New York tonight from the Coast. CHARLES M. REAGAN, distribution vice-president returned here yesterday. NICHOLAS M. SCHENCK, president, will remain at the studio for several days more.

•

ELMER F. LUX, head of the Elmart Theatres circuit and president of the Buffalo Common Council, has been elected a vice-president of the management board of Kleinhans Music Hall.

•

JULES LIVINGSTON, formerly branch manager for Republic Pictures in New Haven and St. Louis, has been named branch manager in Cleveland, succeeding IRWIN POLLARD, who has resigned.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Chicago.

•

LEON BACK, president of the Allied MPTO of Maryland and manager for Rome Theatres, Baltimore, has retured there from California.

•

GOTTFRIED REINHARDT, M-G-M director, will arrive here Thursday aboard the "Queen Mary" from Europe.

•

LOUIS WEINBERG, Columbia Pictures circuit sales executive, has left here for a trip through the Midwest.

•

EMERY AUSTIN, M-G-M exploitation director, returned to New York yesterday from Chicago.

•

ANATOLE LITVAK, producer-director, will arrive in New York today from Paris.

•

P. T. DANA, Universal Eastern sales manager, left here last night for Scranton and Gloversville.

•

EARL SCHERFFIUS has resigned as manager of the Blue Water Drive-in Theatre, Port Huron, Mich.

•

HUGH J. CAMPBELL, of the Central Theatre, West Hartford, has returned there from Orlando Beach, Fla.

•

WILLIAM MOORE has resigned as manager of the E. M. Loew's Theatre, Hartford.

John Zimmerman Dead

BUFFALO, Jan. 18.—John A. Zimmerman, a policeman by day and a theatre manager at night, died at his home here Saturday following a long illness. He was manager of the Niagara Theatre here for 11 years, serving under both Shea and United Paramount operation.

Italians Move For Protective Laws

ROME, Jan. 18.—Proposals by the Union of Film Producers indicate a growing tendency toward measures designed for the protection of the Italian industry. It is revealed here that the group plans to ask the Council of Ministers to draw up a law which would increase the compulsory dubbing fee for each released foreign picture from 2,500,000 to 10,000,000 lira.

Previously it was announced that the producers planned to ask for an increase in the compulsory playing time for Italian films from 80 to 120 days per year.

Goffredo Lombardo, newly elected president of the film producers union, said that such legislation actually would help foreign distributors in Italy, chiefly American, because under such a law, foreign distributors would concentrate on promoting their finest pictures rather than "many mediocre pictures."

Martina Trust Suit Deferred to Feb. 1

BUFFALO, Jan. 18. — Federal Judge John Knight has granted a postponent until Feb. 1 of the Martina anti-trust action, scheduled for trial last week.

The suit, filed in October, 1953, by the Martina Theatre Corp., asked $841,500 damages on the grounds that the defendant distributors had engaged in conspiracy to monopolize the distribution of pictures in this area.

High Court Rejects Plagiarism Suit

WASHINGTON, Jan. 18.—The Supreme Court refused to review a lower court decision throwing out a plagiarism suit against Paramount Pictures.

The suit was brought by Myra Page Wiren, who charged that the film company used material from her play, "Most," for its production, "Death Takes a Holiday." The Court of Appeals for the District of Columbia ruled in favor of the company, throwing out the suit.

Drop AB-PT From Raygota Trust Suit

At the request of American Broadcasting-Paramount Theatres, Federal Judge John W. Clancy has released the company as a defendant in the anti-trust action filed by the Raygota Theatre Corp., which operated the Queen Ann Theatre in Bogota, N. J., from 1941 to 1951.

The trust case involved alleged inability to obtain product.

Preminger to Speak

Otto Preminger, producer-director of "The Moon Is Blue," will speak on "What's Wrong with the Movie Code" as a guest panelist of the "Answers for Americans," ABC-TV network show, programmed for Jan. 27 from 8:30 to 9:00 P.M.

Poli Circuit Now Owned by Loew's

Poli-New England Theatres, a circuit comprising 15 houses, has become a wholly-owned subsidiary of Loew's as a result of the recent purchase of the 25 per cent minority stock interest, it is disclosed in Loew's financial statement to stockholders released yesterday.

Col. Issues Stock Under Option Grants

WASHINGTON, Jan. 18.—Columbia Pictures executives have exercised common stock options under which a total of 34,735 shares were issued by the company, the Securities and Exchange Commission has been informed.

Columbia reported that during the month of December, common stock under option agreements went to A. Schneider, vice-president and treasurer; A. Montague, vice-president; Joseph A. McConville, vice-president; and Irving Briskin, production executive. The SEC was informed that Schneider received 13,461 shares for which he paid $150,000; Montague, 10,506 shares for which he paid $120,000; McConville, 5,384 shares for a payment of $80,000 and Briskin 5,384 shares for which he paid $70,000.

740,948 Shares Outstanding

The company reported that as of Dec. 31, 1953, before giving effect to the 2½ per cent common stock dividend payable Jan. 19, there were 740,948 shares outstanding. The payment of the stock dividend, it was added, will bring the number of outstanding shares to 759,472, which compares with 688,988 shares outstanding as of June 27, 1953.

Ohio H. & S. Theatres Partnership Is Ended

COLUMBUS, Jan. 18.—The H. & S. Theatres partnership of Albert Sugarman, Charles Sugarman and Lee Hofheimer has been dissolved. Sale of the North Hi drive-in to Mrs. Ethel Miles, operator of several local indoor and drive-in theatres, completed the dissolution. Charles Sugarman is operating the World and Little theatres in association with Vance Schwartz, of Cincinnati. Last year the partnership closed the Champion and Avondale and sold the indoor Indianola and Waverly, Ohio, drive-in.

Fitzgibbon Dies; Was Movietone Manager

Funeral services have been set for 10 A.M. tomorrow at St. Malachy's Church here for Stephen P. Fitzgibbon, former manager of the Fox Movietone studio in New York, who died Sunday. He was 71.

Before World War II, Fitzgibbon was manager of Paramount's studios in Paris and London. He retired six years ago. He is survived by his widow and one son, Stephen, Jr., of Boston.

Chicago's First Runs Are Off Slightly, But Still Strong

CHICAGO, Jan. 18.—First run business continues good here, although off a bit from recent weeks. Two new entries, "Knights of the Round Table" and "Paratrooper," which is doubled with "El Alamein," are making excellent debuts here, with "Knights" heading for a first round of close to $60,000 at the State Lake and "Paratrooper" likely to top $25,000 at the McVickers.

Leading holdovers are "This Is Cinerama," hitting $38,500 at the Palace; "Julius Caesar," over $15,000 at the Selwyn; "Beneath the 12-Mile Reef," getting $28,000 after an opening week of $40,000 at the Woods, and "The Living Desert," turning in an excellent fourth stanza of $9,000 at the Loop. Warner's reissue combo, "Little Caesar" and "Public Enemy," should top $25,000 in a good first week at the Roosevelt and "Hondo" is expected to wind up its second and final week with $50,000 or better at the Chicago.

Important new pictures bowing here in the next week include "Sadie Thompson" at the Chicago, "King of the Khyber Rifles" at the Oriental and "Gilbert and Sullivan" at the Ziegfeld.

Shapiro Leaving A.A. For Hecht-Lancaster

HOLLYWOOD, Jan. 18.—Harnett Shapiro, who organized the Allied Artists studio legal department 10 years ago and has been its operating head since that time, has resigned, effective next Monday, to accept a legal and executive post with Hecht-Lancaster Productions.

New Crosby Sound to Be Exhibited Friday

HOLLYWOOD, Jan. 18.—Bing Crosby Enterprises, Inc., has scheduled for Friday three demonstrations of its new magnetic sound recording technique for motion pictures and television.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION



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PARAMOUNT'S EXCITING NEW ADVENTURE HIT...SET IN AN EXCITING NEW ADVENTURE LOCALE



BOOK IT NOW...THE BIG STORY OF THE PLUNDERING BRAWLERS OF THE NORTH FRONTIER WHERE NO MAN OR WOMAN IS SAFE FROM THEIR TERROR!.....

'French Line'

(Continued from page 1)

here last week with PCA officials on changes in the film to bring it into compliance with the Production Code. The changes which RKO agreed to make were held to be insufficient by Joseph I. Breen, Production Code administrator, last Friday and RKO subsequently declined to make any further changes.

Fined $25,000

RKO has been fined $25,000 by the Motion Picture Association of America for licensing the film for exhibition in St. Louis without a Code seal. The company has not indicated whether it will pay the fine or appeal it to the MPAA board. Failure to pay it could result in the company's expulsion from the MPAA.

"French Line," which was reported scheduled for withdrawal from its St. Louis run today, will continue in exhibition at that place, it was learned.

Legion of Decency Puts 'Line' in "C" Class

The National Legion of Decency yesterday put RKO Radio's "French Line" in the "C" or condemned classification.

Reasons given were that the film "contains grossly obscene, suggestive and indecent action, costuming and dialogue. In incidents of subject matter and treatment it is gravely offensive to Christian and traditional standards of morality and decency and is capable of grave evil influence upon those who patronize it, especially youth," the Legion said.

The Legion's announcement also noted that on Jan. 8 RKO Radio "gave the Legion written assurance that on Jan. 18 it would withdraw 'French Line' from exhibition pending revision to satisfy objections on moral grounds.

"In violation of this pledge the company has informed this office of its intention to continue exhibition without revision. This office notes that the film is being released in defiance of the industry's own system of self-regulation, which has denied approval," the Legion said.

ST. LOUIS, Jan. 18.—"The French Line" has been held over at the Missouri Theatre here for at least another week, according to Edward B. Arthur, general manager of Fanchon & Marco Service Corp.

It had been previously announced that the film's run would be discontinued today, but Arthur explained that James R. Grainger, president of RKO Pictures, who had ordered curtailment of the picture's world premiere run here, had since decided to keep the film at the Missouri Theatre until Jan. 25 because of inability to agree with the Production Code Administration in Hollywood on deletion of objectionable material from the film to qualify it for a Code seal.

NT's Skouras Urges

(Continued from page 1)

and in keeping with our tradition of democracy and free expression. However, our industry, more than ever, must be aware of its responsibility to the public to offer only fine, clean and wholesome entertainment. It is the duty of every exhibitor to respect the principles of the Motion Picture Producers Association production code."

Supreme Court Decision

(Continued from page 1)

of the high court's earlier "Miracle" case opinion.

In that earlier case, the court held the term "sacrilegious" to be too vague to be the basis for film censorship. The court specifically said it was not then reaching the basic question of constitutionality of any censorship.

Two justices — Black and Douglas — today issued a separate opinion which did go all the way and declare their feeling that all film censorship is unconstitutional. The mere fact that Black and Douglas issued this opinion underlined the fact that the rest of the court was not going so far in its decision today.

What the court in effect said today as this: We will throw out any film censorship based on a vague and indefinite statute. As to what we'll do with censorship based on a clear and definite statute, we'll cross that bridge when we come to it.

The court's decision also makes two things certain:

¶States with censorship laws will have to re-examine very thoroughly the terms they use in those laws, and possibly modify such laws.

¶Further court cases will be needed to establish the basic question of the constitutionality of film censorship.

Originated in Ohio, and N. Y.

Today's high court action came in cases involving Ohio's ban of "M" and New York's ban of "La Ronde." In both cases, the state supreme courts upheld the censors and the distributors appealed to the high courts. They argued primarily that all film censorship prior to screening was unconstitutional under the First and Fourteenth Amendments, and that secondarily, the words in the state laws used as the basis for censorship —"harmful" in the "M" case and "immoral" in the "La Ronde" case— were so vague and indefinite as to be unconstitutional.

During the argument on the two appeals, several justices, including Chief Justice Warren and Justices Frankfurter and Jackson, had indicated their dissatisfaction with the words in the New York and Ohio laws but had also sharply questioned distributor attorneys arguing that all censorship should be outlawed.

The high court's action on these appeals was revealed on the list of orders handed down at the end of today's noon decision session. A brief, four-line opinion read as follows: "Judgments are reversed. Joseph Burstyn, Inc. V. Wilson. 343 U. S. 495. Concurring opinion filed by Mr. Justice Douglas, with whom Mr. Justice Black agrees."

'Vagueness' Charged

In the Burstyn case, cited as the basis for today's action, Justice Clark had thrown out New York's censorship of the film, "The Miracle." In that case, after discussing the vagueness of the term "sacrilegious," used as the basis for banning the film, Justice Clark concluded:

"Since the term 'sacrilegious,' is the sole standard under attack here, it is not necessary for us to decide, for example, whether the state may censor motion pictures under a clearly drawn statute designed and applied to prevent the showing of obscene films. That is a very different question from the one now before us. We hold only that under the First and Fourteenth Amendments, a state may not ban a film on the basis of a censor's conclusion that it is 'sacrilegious'."

Due to the fact that no detailed opinion was handed down, the court was also to act with unusual speed in the "M" and "La Ronde" cases. Argument was concluded on Jan. 7 on the two cases, and a decision was not looked for before late February or early March.

The view that all film censorship is unconstitutional was set forth by Justice Douglas in a brief, two-and-a-half page opinion, in which Justice Black joined. Douglas wrote that he could not accept the argument of Ohio and New York that the government may censor films. He outlined various court decisions to establish freedom for newspapers, books, poems and tracts, and said these guarantees must be extended to the theatre and television as well.

Difference Recognized

"The same result in the case of motion pictures necessarily follows as a consequence of our holding in Burstyn that motion pictures are 'within the free speech and free press guaranty of the First and Fourteenth Amendments'," Douglas declared. He admitted that motion pictures are a different medium of expression from the speech, the radio, the novel or the magazine, but said "the First Amendment draws no distinction between the various methods of communicating ideas."

"Which medium will give the most excitement and will have the most enduring effect will vary with the theme and the actors," Douglas asserted. "It is not for the censor to determine in any case. The First and the Fourteenth Amendments say that Congress and the states shall make 'no law' which abridges freedom of speech or of the press. In order to sanction a system of censorship, I would have to say that 'no law' does not mean what it says, that 'no law' is qualified to mean 'some' laws. I cannot take that step."

"In this nation, every writer, actor or producer, no matter what medium of expression he may use, should be freed from the censor."

'Ronde' Distributor To Ask N. Y. License

Mrs. Florence Shientag, attorney for Commercial Pictures, distributor of "La Ronde," stated yesterday she would ask for a license immediately to show the picture in New York, in view of the U. S. Supreme Court's decision.

At the same time, Hugh M. Flick, director of the motion picture division of the State Board of Regents, said he had no alternative but to issue a license despite the fact that the board's six reviewers had adjudged the picture as "immoral and tending to corrupt morals."

"What CAN You Ban," Ohio Censor Asks

COLUMBUS, Jan. 18.—Apparently the Supreme Court ruling on "M" and "La Ronde" has limited Ohio film censorship but has not entirely knocked it out, said Dr. Clyde Hissong, chief Ohio film censor. He said he is seeking an opinion from Ohio Attorney General William O'Neill on how the ruling will affect the Ohio censor laws. He said, "The ruling doesn't leave us much on which to base rejection of a film. If you can't bar a picture because it is immoral or because it incites crime, what can you ban it for? Obscenity, maybe, but that's already ruled out by the film industry code."

Ohio has banned 45 or 50 films in the past decade, Hissong said. The most recent was "The Moon Is Blue."

Polaroid 3-D

(Continued from page 1)

easy for all exhibitors to show them. Exhibitors, both here and abroad, it was pointed out, would no longer need interlocks, polarizing projection filters and oversize magazines. Patrons, it was added, will still be required to use polarizing spectacles.

The agreement, it was also stated, calls for the manufacture of release prints by Technicolor and the manufacture and sale of raw stock by Polaroid, including the payment of certain royalties by Technicolor to Polaroid.

Says Court Limits

(Continued from page 1)

that the screen will enjoy the same freedom of expression as the press under our Constitution."

The MPAA president was slated to leave here last night for Washington.

Ruling Expected to Affect Illinois 'Miracle' Decision

CHICAGO, Jan. 18.—The first hearing of a censorship case following today's Supreme Court ruling against state and city censorship boards will be heard at Springfield, Ill., tomorrow when the State Supreme Court listens to arguments in "The Miracle" appeal. "The Miracle" was banned by the Chicago police censor board, whose ban was set aside by a court ruling, later appealed by the City of Chicago corporation counsel. In view of the ruling by the U. S. Supreme Court, general opinion here is that it is just a matter of time before the State court hands down a decision against the city censor board.

Attorneys Richard Orlikoff and Sanford Wolff are representing the American Civil Liberties Union, which originally took the case to court when film was banned here.

'Wild One' Banned By Memphis Censors

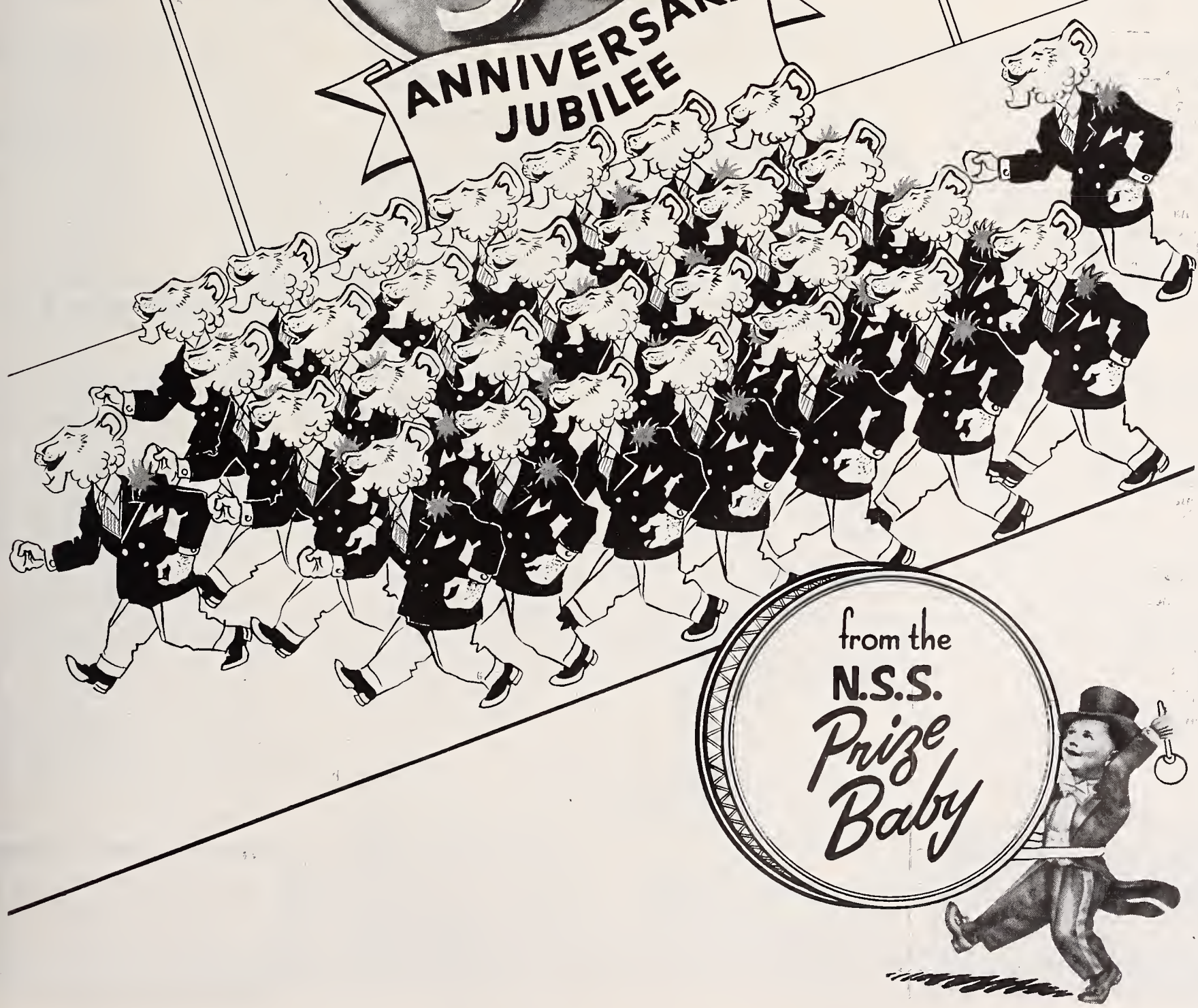
MEMPHIS, Jan. 18.—Columbia's "The Wild One" has been banned in Memphis and Shelby County by the local censor board. Lloyd T. Binford, chairman of the board, said that all members of the group, with the exception of Avery Blakeney, were present at the screening, adding that he believed Blakeney had resigned. Blakeney, however, denied that he had withdrawn from the board.

Norman Colquhoun, Columbia branch manager here, said that efforts would be made to show the film in West Memphis, Ark., across the Mississippi River, where "Miss Sadie Thompson," which was banned from Memphis, is reported to doing record business in the Avon and Sunset Drive-in Theatres.

Congratulations to MGM FOR ITS 30 YEARS OF SHOWMANSHIP ON PARADE!

1924-1954

M·G·M 30TH ANNIVERSARY JUBILEE



from the
N.S.S.
Prize Baby

Trust Action

(Continued from page 1)

1952, in the District Court of Dallas.

According to some legal interpretations of the decision, the Circuit Court ruled that decrees in the case of U. S. vs. Paramount, et al, are admissable as evidence in private suits even though a theatre started a case subsequent to the decrees. Other legal sources, however, disagreed with this view. Adelman operates the Delman in Dallas and the Delman in Houston. The case originally was brought in Delaware, but subsequently was transferred to the Dallas jurisdiction.

Conspiracy Charged

In a directed verdict last year, District Court Judge William Howley dismissed the case against both the distributors and the circuits. Adelman had sought Dallas first-runs for the Delman, alleging conspiracy to prevent him from containing product. At that time, the court concluded that there was insufficient evidence to warrant giving the case to the jury, expressing the opinion that it was its understanding that the law permitted a seller to choose his customers.

While the Circuit Court here ruled against the distributors, it upheld the District Court's dismissal of the circuit defendants.

Portland Houses Get Set for CinemaScope

PORTLAND, Ore., Jan. 18.—Five of Portland's seven first-run theatres are now equipped for CinemaScope and stereophonic sound. An eighth house, the new Fox, formerly the Mayfair, is being rebuilt for either CinemaScope, 3-D or wide-screen. Also equipped for wide-screen is the United Artists of the J. J. Parker circuit which has a 27-foot curved screen. A new wide screen will be installed at Hamrick's Roxy Theatre according to Warren Goodwin, manager.

'Robe' to 8 Theatres In Milwaukee Jan. 22

MILWAUKEE, Jan. 18.—"The Robe" will open in eight neighborhood houses here on Jan. 22. All are now installing CinemaScope. They are the Oriental, Tower, Avalon, Fox Bay, Garfield, Uptown, Majestic and Paradise.

Reade Praises WB

Warner Brothers release of its first CinemaScope production in one-track and multi-track sound received the congratulations here yesterday of Walter Reade, president of Theatre Owners of America. In a wire to WB distribution vice-president Ben Kalmenson, Reade expressed his conviction that "this is a step forward in helping so many exhibitors participate in the fruits of the many fine films that will be released in CinemaScope process during the months ahead."

Cleve. Club Dines Feb. 2

CLEVELAND, Jan. 18. — The Salesmen's Club of Cleveland will hold its annual benefit banquet Feb. 2 at the Theatrical Grill. Sam Lichter, of 20th Century-Fox is president. Irwin Marcus, of National Screen Service, will be in charge of the banquet.

Squeamish Patron Finds 3D 'Indecent'

SAN FRANCISCO, Jan. 18.—A theatre patron here by the name of John Novak thinks 3-D much too realistic. After seeing "The Nebraskan" at the Paramount Theatre, he wrote a letter to the chief of police asking that the picture be banned on the grounds that it is "indecent" to have the "magic of 3-D" throw screaming women and flaming oil at the audience.

Novak wrote the letter after he had punched the nose of the manager of the Paramount Theatre.

AMPPL of Canada Will Meet Jan. 30

TORONTO, Jan. 18.—With the situation clarified in connection with the acquisition of control of Associated Screen News, by Paul L. Nathanson and Toronto associates, the annual meeting of the Association of Motion Picture Producers and Laboratories of Canada will be held here on Jan. 30. The president of the association is S. Dean Peterson of Peterson Productions, Toronto, and the vice-president is W. J. Singleton of Montreal, who suceeded B. E. Norrish last year as president of Associated Screen News. The organization meeting will be held at the King Edward Hotel here.

AMPA Luncheon Jan. 27 at Piccadilly

The Associated Motion Picture Advertisers will hold its first luncheon-meeting of 1954 at the Hotel Piccadilly here on Jan. 27. The theme of the gathering will be "Great Books Make Great Movies."

"The meeting will be devoted," said Lige Brien, president of AMPA, "to the cooperation developed in recent years between the motion picture and the book publishing industries."

L. I. House Leased

Mimi Amusement Co., headed by Charles Friedman, has acquired a long-term lease on the 800-seat Little Neck Theatre in Little Neck, L. I., from Gedney Amusement Co., headed by Mrs. Irving Trencher. Berk and Krumgold were brokers in the deal.

'Sunday' Bill in Virginia

RICHMOND, Va., Jan. 18.—A bill introduced in the Virginia Legislature here would amend a law relating to Sunday work to permit motion picture theatres to operate on Sundays. The measure was offered by Sen. George M. Warren of Washington County.

Bowman to Empire Films

SPOKANE, Jan. 18.—Marc Bowman, pioneer theatre executive of Portland and recently in charge of public relations for the Red Cross, has been named director of sales for Empire Films Corp. here.

N. Y. Bookers Install

A dinner party highlighted the annual installation of officers of the Motion Picture Bookers of New York at the Tavern-on-the-Green here last night. Ray Moon of Universal was toastmaster.

4 Start at Studios, Complete 2 Others

HOLLYWOOD, Jan. 18.—Hollywood's lagging production rate quickened slightly last week with the starting of four pictures, offset by completion of only two others.

The new undertakings are: "The Killer Wore a Badge" and "The Gunslinger," Columbia; "The Gambler from Natchez," Panoramic Productions, 20th-Fox, and "Dawn at Socorro," Universal-International. The last three are in color by Technicolor.

Completions of the week were: "Four Desperate Men," a Benedict Bogeaus production in Eastman color for RKO release, and "High and Mighty," a Wayne-Fellows production in CinemaScope and WarnerColor for Warner release.

'Miller' Opens Today At 3 Miami Houses

MIAMI, Jan. 18.—The world premiere of "The Glenn Miller Story" will be held here tomorrow at the Miami, Carib and Miracle theatres, climaxing a heavy advance promotional campaign. The opening will be attended by top executives of Universal-International, including Milton R. Rackmil, president; Alfred E. Daff, executive vice-president, and Edward Muhl, vice-president in charge of production.

Say 91 Theatres Closed in Ohio

COLUMBUS, O., Jan. 18.—Independent Theatre Owners of Ohio has informed the state's Senators and Representatives in Washington that 91 Ohio theatres were forced to close between April 1 and Dec. 1, last year.

The Ohio Congressmen were urged to give their continued support to elimination of the Federal admissions tax.

L. E. Cooley Joins Raytone Screen Co.

L. E. Cooley, Sr., veteran in screen manufacturing, has joined the Raytone Screen Corp. as Midwest representative. Cooley previously was an executive of the Da-Lite Screen Co. for 24 years and was president of the Pola-Ray Projection Screen Co. and in charge of research for the Radiant Manufacturing Co.

Films for Cleve. Legit

CLEVELAND, Jan. 18. — P. E. Essick and Howard Reif, who head Modern Theatres circuit in Cleveland, Berea, Medina and Willoughby, have entered into a lease with the owners of the Hanna Theatre, Cleveland's only legitimate house, to present first-run pictures whenever there is no legitimate show booked. This season the number of legitimate shows has been fewer than six, Modern Theatres takes over the Hanna on Feb. 14.

Pathe Names Cooper

The appointment of Leonard Cooper as publicity director of Pathe Laboratories, Inc., was announced yesterday by James L. Wolcott, executive vice-president of Pathe Laboratories, a subsidiary of Chesapeake Industries, Inc. Cooper will continue to head the personnel and labor relations department of Pathe Laboratories in New York.

Wichita Units

(Continued from page 1)

general management of theatres that Consolidated operated, which include drive-ins at Kansas City and Des Moines, and conventional theatres at Marshalltown and Mason City, Iowa. L. F. Durland, assistant to Schulz, is film buyer for theatres operated by Consolidated.

The new arrangement includes the setting up of the Nu-Vu Corp., which bought Amusement Enterprises Corp. of Wichita, operating the Fifty-Four and the Eighty-One drive-ins at Wichita. Also set up was the Multiscope Theatres, which leased, with option to buy at the end of five years, the six conventional theatres at Wichita, the Palace, Crawford, Crest, Tower, Civic, now open and the West, recently closed. Leonard Kane continues as city manager for the theatres it operates including the the eight Wichita theatres included in the new setup. The theatres at Wichita in this deal are among those in the O. F. Sullivan operations in Kansas. Schultz is president of both the Nu-Vu and the Multiscope corporations.

$551,303 to Maryland As Censor Surplus

BALTIMORE, Jan. 18. — The Maryland State Board of Censors turned into the state treasury a surplus of $551,303 for 1953, a decrease of $6,813 from the total returned to the treasury in 1952. The decrease, said Sydney R. Traub, chairman of the board, results from the introduction of new projection techniques which, in turn, resulted in the production of fewer pictures.

A total of 2,172 films were reviewed by the board during the year. Deletions were ordered in 50.

McKeesport Halves Its Amusement Tax

McKEESPORT, Pa., Jan. 18.—This city has cut its amusement tax from 10 to five per cent, effective today. The City Council, by a three-to-two vote, reduced the levy, in the words of new Democratic mayor, Andrew J. Jakomas, "to give the theatre operators some badly needed relief." The levy has brought in some $40,000 annually from McKeesport's four theatres, the Memorial and Victor, operated by Stanley Warner, and the Liberty and Capitol, independent Al Weiss houses.

Everetts' Interests Bought by Essantee

CHARLOTTE, Jan. 18.—Essantee Theatres, Inc., of this city, has purchased from H. H. Everett and Mrs. Everett their stock and management interests in approximately 85 theatres in North and South Carolina. In retiring from the theatre field, Everett stated that he wishes to give more time to his duties as acting president of Queens College.

Name 'Luther' Salesman

Joe Kennedy has been named by Cresson E. Smith, general sales manager of Louis de Rochemont Associates, as sales representative for "Martin Luther" in the Southern California exchange territory. Physical distribution continues through the National Screen Service exchanges.

Loew Net

(*Continued from page* 1)

Aug. 31, however, showed a slight dip from the preceding 12-month period, $4,692,806 in 1951-52 compared with $4,380,603 in 1952-53. Per share earnings were 91 cents and 85 cents, respectively. Operating revenues for the latest fiscal year were $177,558,874, compared with $178,525,615 in the prior year.

The interim balance sheet as of last Aug. 31 showed an improvement in the financial condition which was effected last year. Cash amounted to $23,763,992 compared with $18,716,324 the year before. Inventories totalled $79,728,467 as against $86,492,467 a year earlier.

Current and working assets at the close of the fiscal year were $111,051,542; current liabilities, $28,116,995; earned surplus, $91,196,840 and the book value, $26.63 per share. Funded debt beyond one year was reduced during the fiscal year by $2,946,532. In November, 1953, the balance of a domestic bank loan of $4,500,000 was paid off.

It is pointed out in the financial statement that operations in foreign countries are an increasingly important factor in the affairs of the company and that branches and theatre operations abroad are being expanded further.

Wolfberg Death

(*Continued from page* 1)

owned his own distributing company. Returning from the war, in which he was awarded the Croix de Guerre, he was made district manager for Metro-Goldwyn-Mayer. In his district were Indianapolis, Cincinnati and St. Louis. He came to Denver in 1945, acquired the Broadway and Paramount, and built the five drive-ins. He is survived by his widow, Mrs. Ruth Wolfberg; his son, John M., a Los Angeles theatre owner; four grandchildren, two brothers and three sisters.

Feldman Pact Calls For $1,350 Weekly

WASHINGTON, Jan. 18. — The new five-year contract of Charles J. Feldman, vice-president and general domestic sales manager of Universal Pictures, calls for a weekly salary of $1,350 for the first year, according to a company report to the Securities and Exchange Commission.

Eugene F. Walsh, vice-president and treasurer, under his new three-year contract which went into effect Nov. 1, 1953, will receive $800 weekly for the first year, $900 the second year, and $1,000 the third. Thereafter, according to the contract, Walsh agrees to render his services in a consultative capacity for a period of five years, beginning Nov. 1, 1956, when he will be paid $9,360 per year, payable at $180 per week.

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Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

EDGAR BERGEN has his Charlie McCarthy, Paul Winchell, his Jerry Mahoney and Jimmy Nelson his Farfel, so likewise has Arthur Tracy, "The Street Singer," whose alter ego, "Marta," has finally, after seven years retirement, coaxed him to again don the corduroy jacket and velour chapeau. Arthur will hit the comeback trail, opening at the Casino Royale in Washington Feb. 26 and into the Big Time with a booking for an indefinite stay at the Cotillion Room of the Hotel Pierre in New York, starting in April. . . . Funnyman Lew Parker, as "Producer Gordon Miller," in last week's "Broadway TV Theatre" production of the Allen Boretz-Jack Murray comedy, "Room Service," TVia WOR, added thespian laurels to his acknowledged talents to tickle the funnybone. . . . Produced by Lee Bobker of Dynamic Films for American Airlines, the 15-minute telefilm, "Invitation to New York," shot in 35mm Eastman color with narration by Conrad Nagel, ranks with the best 'travelog' type films. . . . Robert Perkins has penned an interesting profile on Ed CBSullivan in next month's issue of Screenland-TV-Land mag. . . . Big Jon Arthur, the ABCincinnati kiddie program whiz (runner-up in this year's FAME Award) in N. Y. for a short visit.



Pinky Herman

☆ ☆ ☆

Maestro Paul Lavalle, conductor of the "NBCities Service Band of America," was cited with a Christopher Award for his original March, "The U. S. Air Force," written at the suggestion of Maj. Gen. John B. Montgomery. . . . It had to come—tunesters Al Koppell and Lee David have penned "Scrabble," a ditty inspired by the new indoor game rage of the same name, published by Joe Davis. In a story we printed last week, we inadvertently credited TV producer Wilbur Stark as closing an eight and one-half million dollar deal involving the sale of TV stations WXEL-TV (Cleveland, Ohio) and KPTV (Portland, Oregon) to the Storer Broadcasting Corp. To keep the record straight and give credit for the record TV deal, we hasten to set forth this correction, revealing that the agent in the deal was Howard E. Stark, N. Y. theatrical, radio and TV broker. (Fortunately, the STARK truth of the matter is that both Howard and Wilbur accepted the error with grace and understanding and the proverbial reminder to 'spell the name correctly.')

☆ ☆ ☆

Comic Jackie Gleason will take a two-month summer hiatus starting the first week in July and with several bids from major Hollywood film studios, it's a safe bet that rotund clown will spend his vacation starring in a feature film on the Coast. . . . John Gart, ork pilot on the "Wheel of Fortune" and "Paul Winchell" TVehicles, has penned a fine instrumental, "Motoring in Monte Carlo," which the Henry Jerome orchestra will record next month. . . . The George Blake Enterprises has just moved into spacious quarters at 1600 Broadway and is fully equipped to produce in black & white or color, commercial, industrial, theatrical and TV films. . . . At Toots Shor's last week we joined an enthusiastic trio—Johnny Johnstone (N.A.M. press relations head), Joe J. Harty, newly-appointed promotions director for American Airlines, and Jimmy Jemail, N. Y. News Inquiring Photographer—reminiscing about the good old radio days when Johnstone was with WOR and Harty with WMCA. Us? Well, at that time we were plugging songs—our own ditties—and Harty got 'Smiling' Jerry Baker to warble them too.

☆ ☆ ☆

DOTS ALL . . . Janis Paige will co-star with Donald Cook on the Philip Morris Playhouse TVehicle, "Make Me Happy, Make Me Sad," Thurs. on CBS. . . . Initial telecast of Interstate TV Corp.'s new "Ethel Barrymore Theatre" is titled, "The Victim," stars Edward Arnold and Arthur Kennedy, and will be seen tomorrow on KCOP, Hollywood. . . . Deejay Donn Tebbetts becomes sports director for the KBR network (New England), and will also do a platter chatter series over WKBR daily. . . . Anne Jeffreys and her husband, Robert Sterling, are awaiting Sir Stork's first visit, scheduled for July. . . . Praise agent Betty Impellitteri's first release to this desk is for the benefit of the Cardiac Home in Yonkers.

SCTOA Starts Own Campaign Against Admissions Tax

LOS ANGELES, Jan. 18. — Apparently ignoring the industry campaign being conducted by the Council of Motion Picture Organizations for elimination of the Federal admissions tax, the Southern California Theatre Owners Association has instructed its members to write to their Congressmen in Washington asking them to support legislation calling for elimination of the tax on admissions of 85 cents and under.

Letters Go to Members

Letters sent to exhibitors and signed by Harry C. Arthur, Jr., chairman of SCTOA, assert that "Congress and the President should be informed that relief from the admissions tax extended to those theatres charging admission prices that the great masses of theatre patrons can afford will bring relief on a basis that is widespread throughout the country and yet will not be an undeserved boon to those well able to carry the burden."

Officials of COMPO yesterday declined to comment for publication on the Southern California Theatre Owners' unilateral tax move. In reply to questions, however, they said that the COMPO tax repeal campaign committee still is working for complete elimination of the Federal tax but, should a compromise be deemed advisable at some subsequent stage of the campaign, authorization has been given them to work out the best form of relief they find it possible to obtain. There was no indication that the 85-cent exemption would be acceptable to COMPO, however.

Sterling Fills NT Vacancy on Board

WASHINGTON, Jan. 18.—James L. Beebe, a director of National Theatres, resigned last month because of ill health, the Securities and Exchange Commission, has been informed. He has been replaced by Graham L. Sterling, Jr., of Los Angeles.

Both Beebe and Sterling, the SEC was told, are partners in the Los Angeles law firm of O'Melveny and Myers.

Schwartz Is Leaving Operating Combine

George Schwartz, for the past 10 years executive officer of the Goldwurm-Schwartz combine, operators of the Little Carnegie and World theatres here, as well as the World Playhouse in Chicago and the Times Film Corp., a foreign distributing company, has resigned from the combine. He will retain his interest in the Chicago theatre and will outline his other plans for the future shortly.





The crazy-mixed-up "Born Yesterday" cutie . . . in the comedy of the year!

Columbia Pictures laughingly presents **Judy Holliday in "It Should Happen To You"** co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 13 NEW YORK, U. S. A., WEDNESDAY, JANUARY 20, 1954 TEN CENTS

Seek Compliance

State Censors Meet to Mull Court Rulings

Delegates of 6 States to Confer Here Tomorrow

The "M" and "La Ronde" U. S. Supreme Court decisions will highlight the agenda of the two-day meeting of state censors, slated to get underway here tomorrow, it was disclosed yesterday by Dr. Hugh Flick, director of the New York Education Department of the Motion Picture Division.

Flick, who called the meeting of censors from six states, said there probably will be suggestions on how to make state statutes conform to the latest U. S. Supreme Court rulings. That state censors may still feel that the "M" and "La Ronde" decisions do not alter the banning of a picture on grounds of "obscenity", "indecency" or "immorality," was evidenced in comments by Dr. Flick.

The New York state censor head said that Monday's Supreme Court ruling

(*Continued on page 6*)

Md. Censoring Rules Will Not Vary: Traub

BALTIMORE, Jan. 19. — The Supreme Court reversal of New York and Ohio censorship boards is not likely materially to affect Maryland's existing censorship rules. Sydney R. Traub, chairman of the Maryland State Board of Motion Picture Censors, said: "I see nothing so far which in any way indicates we cannot ban or delete a picture on grounds that

(*Continued on page 6*)

Pickman, Clark Join Compo Press Group

Appointments to the press relations committee of the Council of Motion Picture Organizations have been accepted by Jerry Pickman, Paramount Pictures vice-president in charge of advertising and publicity, and Kenneth Clark, vice-president of the Motion Picture Association of America.

Pickman and Clark were named following the resignation of Maurice Bergman, of Universal, committee chairman.

Balaban Named N. Y. State Chairman of Crusade for Freedom

The appointment of Barney Balaban, president of Paramount Pictures, as New York State chairman for the Crusade for Freedom was announced here yesterday by Henry Ford II, national Crusade chairman.



Barney Balaban

The film industry leader will direct the work of county campaign volunteers in enlisting the moral and financial support of New York residents for Radio Free Europe's broadcasts to 70,000,000 people in the satellite countries.

Radio Free Europe is an indepen-

(*Continued on page 7*)

Washington Officials To Welcome 'Years'

WASHINGTON, Jan. 19.—White House officials, Supreme Court Justices, Cabinet members, diplomatic chiefs and Congressional leaders have accepted invitations for the first showing here of the reissue of "The Best Years of Our Lives." The "premiere" will be held Feb. 3 at RKO Keith's Theatre under the auspices of the White House Correspondents Asso-

(*Continued on page 7*)

'Money from Home' Offered in 3-D, 2-D

"Money from Home," starring Dean Martin and Jerry Lewis, which Paramount will release nationally in 3-D on Feb. 3, will also be made available for 2-D showings starting March 4 in accordance with plans announced yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. The film, with color by Technicolor, is based on a story by Damon Runyon.

French Talks Said To Have Hit Snag

Negotiations to put the new French pact into effect have bogged down, it was learned here yesterday.

The French were reported to be balking on the U.S. industry's aid program of about $200,000 yearly and the two-year term of the pact, initialed last July when Eric A. Johnston, president of the Motion Picture Association of America, was in Europe. Since Johnston's return, MPEA rep-

(*Continued on page 7*)

$535,375 to 20th-Fox From B&K for 'Robe'

CHICAGO, Jan. 19.—A check for $535,375.63, believed to be the largest amount ever paid for the run of a picture in one theatre in Chicago, was turned over to the 20th Century-Fox Chicago branch manager, T. R. Gil-

(*Continued on page 7*)

Plan Dropped

No Magna-20th Deal Now; New Cash Involved

Report $1,000,000 Put Up Here Yesterday

The Magna Theatre Corp. board of directors yesterday tabled the offer of 20th Century-Fox to acquire distribution and production rights to Magna's screen properties and will proceed on its own. Whether Magna subsequently will enter into a deal with 20th-Fox remained problematical yesterday but there were indications that an arrangement may be made later with some other organization.

Reason for the switch in events, it was learned, was that Magna yesterday acquired an additional $1,000,000 to proceed on the production of "Oklahoma!" in the Todd-AO process and it was reported that the picture would go before the cameras at once.

Mike Todd, head of Todd-AO, said that Magna "was flattered" by the 20th-Fox offer, as it reflected a faith and confidence in the possibilities of

(*Continued on page 7*)

Reelect Fabian as President of S-W

S. H. Fabian was reelected president of Stanley Warner Corp. yesterday at a meeting of the company's board of directors.

Other officers reelected were: Samuel Rosen, executive vice-president; David G. Baird, chairman of the finance committee; Harry M. Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Frank Kiernan, comptroller; James M. Brennan, assistant treasurer; and Miles H. Alben, assistant secretary.

Third This Month

TNT Books Dodge Sales Show for Theatre TV

The booking of Dodge Motors for a commercial theatre telecast on Friday was disclosed here yesterday by Theatre Network Television, marking the third commercial theatre telecast slated for this month.

The one-hour show, which will be held from 6:00 to 7:00 P.M., (EST) will be telecast in 15 theatres, in addition to hotels, from Coast to Coast in 30 cities, it was announced. Participating theatres will close their box-offices from about 4:30 to 7:30 P.M. (EST) so that Dodge dealers and salesmen can join a national meeting with factory executives on Dodge's advertising and merchandising program for 1954.

This will be the first sales meeting on theatre TV which will not be held

(*Continued on page 7*)

Murray Takes Over Pathe Coast 'Lab'

LOS ANGELES, Jan. 19. — Otis W. Murray tomorrow will take over as vice-president in charge of operations of Pathe Laboratories' West Coast plant.

Murray formerly was vice-president and general manager of the Color Corp. of America. Plans are under way to expand the laboratory's Pathecolor processing here.

Three Miami Houses Premiere 'Miller'

MIAMI, Jan. 19. — WOMETCO's Miami, Carib and Miracle theatres at Miami, Miami Beach and Coral Gables were headed for new opening day house records at 5 P.M. today as the much-awaited Universal-International "The Glenn Miller Story," starring James Stewart and June Allyson, had its world premiere at the

(*Continued on page 6*)

Personal Mention

ALFRED E. DAFF, Universal Pictures executive vice-president, will leave Miami today for Hollywood.

•

GEORGE WELTNER, president of Paramount International, arrived in Tokyo by plane yesterday from Honolulu.

•

HERBERT A. PHILBRICK, formerly assistant publicist with American Theatres Corp. and currently in the advertising department of the New York "Herald Tribune," is the father of a son born Saturday to MRS. PHILBRICK at Melrose (Mass.) Hospital.

•

WILLIAM A. HATKOFF, formerly of Warner Brothers Theatres in Norwalk, Danbury and Torrington, Conn., has joined Nutmeg Theatres as manager of the newly-reopened Norwalk Theatre.

•

WINTHROP J. PHELPS, of the Buffalo Police, a former member of Shea's Buffalo service department, has been named head of the Buffalo gambling and subversives squad.

•

LAZARUS PHILLIPS, associated with Consolidated Theatres, Ltd., Montreal, has been elected to the board of directors of The Royal Bank of Canada.

•

PHIL WILCOX, director of motion picture relations for "Parents' Magazine," will leave New York Friday for Hollywood.

•

W. PARKMAN RANKIN, manager of Motion Picture advertising for "This Week" magazine, is on the Coast from New York.

•

JOSEPH A. WALSH, Paramount Pictures branch operations manager, will leave Chicago tomorrow for New York.

•

FOSTER BLAKE, Universal's Western sales manager, will leave here today for a trip through the Midwest.

•

PAT CROWLEY will arrive in Columbus, Ga., today from Savannah.

•

MOSS HART, writer, has arrived in Hollywood from New York.

'Coach' Bows Tonight

The consul generals of Italy and the Netherlands, top-ranking Army and Navy officers, society notables, and stage, screen, radio and television personalities will attend tonight's preview of the new Jean Renoir-Anna Magnani film "The Golden Coach" for the benefit of the New York Cardiac Home. Mrs. Betty Impellitteri is chairman of the event.

'Miller' to Capitol

Universal's "The Glenn Miller Story" will open at the Capitol Theatre here on Feb. 10. The picture will be shown on the Capitol's wide screen and with stereophonic sound.

Reserves Decision in RKO 'Holders Suit

The Appellate Division of New York reserved decision yesterday in the "referee phase" of the RKO Pictures minority stockholders suit brought by Louis Schiff and Jacob Sachs. At issue was the appointment of a referee by the court to determine whether the Castleman minority stockholders suit, another action now pending in the Nevada courts, is "bona fide."

Roy M. McDonald, of Donovan, Leisure, Newton and Irvine, representing RKO Pictures, argued that Supreme Court Judge DiFalco was in error when he appointed a referee to probe the Nevada action. RKO held, in part, that the Schiff and Sachs suit should be held in abeyance pending the outcome in the Nevada action, claiming that all the facts in the Nevada case are on the record and need not be examined by a referee. The expenditure in time and money was also pointed out to the court.

Receiver Asked

Harry Halperin, attorney representing Schiff and Sachs, argued for an appointment of a receiver and for a rejection of a stay in the suit, maintaining that all of the activities in the Castleman action should be aired. It was also argued that the selection of Nevada for a hearing in the stockholders suit was forced by Howard Hughes, board chairman. The Schiff-Sachs suit seeks an accounting from the company and a court-appointed receiver, in addition to damages from Hughes and other directors.

A.A. Trade-Screens 'Cell Block' in Boston

BOSTON, Jan. 19.—Allied Artists screened Walter Wanger's "Riot in Cell Block 11" at the Metropolitan Theatre here this morning for local exhibitors, circuit heads, buyers and bookers.

At noon they attended a luncheon at the Hotel Bradford, where Morey Goldstein introduced Wanger and Terry Turner, who is handling the radio and TV promotion over the Yankee Network. This was the first time the picture had been shown to a theatre audience.

The film is set for saturation bookings in the Detroit area Feb. 11, New York territory on Feb. 18 and in Boston and Dallas on Feb. 25.

Chiniquy of NTS Retires

SEATTLE, Jan. 19.—Oscar Chiniquy, branch manager here for National Theatre Supply, has retired. He will be succeeded by Larry Plunkett, who has been with NTS here as well as in the New York and Los Angeles offices.

New Conn. Drive-in

HARTFORD, Jan. 19. — Morris Keppner and Louis Lipman of Hartford, building their first drive-in theatre, a $125,000 project, at Mansfield, Conn., plan an early spring completion. The theatre will have capacity for 750 cars.

U.K. Trade to Hear Skouras on C'Scope

LONDON, Jan. 19. — Exhibitors here are awaiting confirmation from Spyros Skouras, 20th Century-Fox president, of Feb. 10 as the date on which he will address them here on his company's CinemaScope process.

The Cinematograph Exhibitors Association, meanwhile, has received from Skouras a message correcting some general misinformation in the trade concerning single track tests of stereophonic sound for "The Robe," which 20th-Fox had agreed to make in America. Of those tests, now indefinitely delayed, Skouras said the aim was to arrange in various key situations exhibitions of "The Robe" in theatres wired for stereophonic sound. The film would be shown two days with stereophonic sound and two days without.

A panel of public people, said Skouras, would then be asked to express an opinion as to their reactions. Any such experiment would be made in America; not in this country nor, indeed, in any other country.

Sales Policy Unchanged

In the meantime, 20th-Fox is not changing its sales policy in Britain. Any variations would be worked out in America. Skouras added that he would be quite happy to meet exhibitors here to explain the viewpoint of 20th-Fox on this "extremely new and marvelous attraction which they had introduced for the benefit of the screen."

Exhibitors here, while opposed to 20th-Fox's stereophonic sound requirement for its CinemaScope productions, are in many instances motivated mostly by uncertainty as to how the installations can be financed at this time.

Skouras's appearance here has evoked such wide advance interest that C. E. A. general secretary Walter Fuller already is negotiating for the hire of a hall for the meeting at which he appears. The C. E. A.'s own quite capacious general council chamber, he feels, won't accommodate all of the exhibitors who will come to London for the CinemaScope session.

Mrs. Grace Fisher, 66

CUMBERLAND, Md., Jan. 19.—Mrs. Grace M. Fisher, active in Cumberland theatre business for many years, died at Memorial Hospital here. She was 66 years of age and had been in failing health for about 16 months. She was owner and operator of the Maryland Theatre and had operated other houses in Cumberland. Her husband, Frank L. Fisher, is a retired theatre owner.

Royster in Parker Post

PORTLAND, Ore., Jan. 19.—Herb Royster has been named manager of the Broadway Theatre here and director of publicity for J. J. Parker Theatres He succeeds Keith Penzold who has left the Parker organization to become affiliated with Jesse Jones Theatres in charge of the Roseway and St. Johns theatres in Portland and the Family Drive-in at Ligard.

Seidlitz Steps Aside To Aid Colleagues

Maurice Seidlitz, division manager for Loew's New York Theatres, voluntarily requested, and will receive, a lesser assignment in the organization in order to clear the way for the promotions of several younger men. Seidlitz has been with the company for 26 years in managerial posts.

Joseph R. Vogel, Loew's vice-president in charge of theatre operations, hailed the Seidlitz gesture as one reflecting "the spirit of conscientious loyalty that exists within the organization."

Walsh Labor Head of Brotherhood Week

Richard F. Walsh, international president of the IATSE, has accepted the chairmanship of the labor committee for the industry's 1954 Brotherhood Week campaign, it was announced here yesterday by Emanuel Frisch, national chairman of the film industry's participation.

The campaign will be highlighted by a dinner at the Hotel Waldorf-Astoria here on Feb. 14. Brotherhood Week, sponsored by the National Conference, will be observed from Feb. 21-28.

Named Editor of U.K. Movietonews

LONDON, Jan. 19. — Sir Gordon Craig, general manager of British Movietonews, has been appointed its editor also by Lord Rothermere, owner of a substantial interest in the newsreel, of which 20th Century-Fox also is an owner. Sir Gordon replaces Gerald Sanger as editor, who now becomes an executive in the Rothermere newspaper operations.

'Boone' in C'Scope For Warner Release

HOLLYWOOD, Jan. 19. — With Gary Cooper starring in the title role, "Daniel Boone," based on the career of the American frontiersman, will be produced by Milton Sperling's United States Pictures for Warner Bros.

The adventure drama will be produced in CinemaScope and color. Philip Yordan is now developing the screen play.

Simpson Joins O'Brien

TORONTO, Jan. 19.—With a 1954 construction program consisting of a second theatre at Renfrew and several drive-ins in Eastern Ontario, the Ottawa Valley Amusement Co., a subsidiary of M. J. O'Brien, Ltd., has appointed Russell Simpson of Toronto as circuit supervisor.

Simpson recently resigned as Toronto branch manager of Paramount Film Service, Ltd., where he has been succeeded by Al Iscove, previously with United Artists, as acting manager.

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ALL THE NEWS ABOUT M-G-M's ANNIVERSARY IS GREAT!

Everybody's getting into M-G-M's "Jubilee" parade!

The exhibitors of America agree it's the biggest opportunity in years to capitalize locally on an enthusiastic nationwide celebration!

And M-G-M's saying it with pictures!

M-G-M's great CinemaScope attraction "KNIGHTS OF THE ROUND TABLE" (*in COLOR magnificence! — Robert Taylor, Ava Gardner, Mel Ferrer*) is terrific at Music Hall, N.Y., and is a sensation in every engagement!

Hundreds of theatres are getting set to launch the Lucille Ball-Desi Arnaz comedy smash "THE LONG, LONG TRAILER" (*gorgeous in COLOR!*) for WASHINGTON's BIRTHDAY on the wave of a million-dollar advertising, TV and promotional saturation!

And already the Coast is buzzing with golden whispers about the industry's FIRST BIG MUSICAL in CINEMASCOPE, M-G-M's wonderful COLOR-glorious "ROSE MARIE" (*Ann Blyth, Howard Keel, Fernando Lamas.*) Followed by two great attractions filmed in authentic locations abroad: the thrilling Technicolor romance "RHAPSODY" (*Elizabeth Taylor, Vittorio Gassman*) and the powerful Technicolor drama "FLAME AND THE FLESH" (*Lana Turner, Pier Angeli, Carlos Thompson.*)

And everything you've heard about M-G-M's coming "EXECUTIVE SUITE" is true. One of the all-time Greats, each role enacted by a top star! (*William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern.*)

That's just a part of what is destined to be M-G-M's Biggest Year!



NEW HEIGHTS FOR "KNIGHTS!"

"The finest and by far the most entertaining and spectacular of any

CINEMASCOPE

film to date." —*Zunser, Cue Magazine*

National Pre-Selling

IN contradistinction to the policy of some segments of the public press (which tends to seize upon every opportunity to make sensational news out of the occasional shenanigans of Hollywood personalities) is a featured story in the February issue of "Woman's Home Companion," going into distribution this week.

As an example of the happy and thoroughly respectable home life of motion picture people—a side of the Hollywood scene which naturally does not often get the kind of play usually accorded ot the misdeeds of some—the "Companion" has selected the case of the Dick Powell-June Allyson family. In its illustrated article, the "Companion" brings to its four-and-a-half million subscribers the family story of Dick and June. Their lives are centered around their two children, one of whom was adopted by them. This is the kind of thing that is helpful to the industry in building good relations with the public through influencing their improved opinion of Hollywood people.

●

"Rob Roy" is represented by a full color page ad in "Look's" current issue. In the same issue the table of contents page advertises "Knights of The Round Table."

●

"Easy to Love's" star Esther Williams, reports "Life" in the current issue, "has swum underwater in a flowing nightgown, has even been dunked in a carnival tank by customers, who threw baseballs at her."

"In 'Easy to Love', Esther follows her usual and highly profitable course, swimming her way through the usual plot. But she also does something she has never done before: she water skis. This big switch comes in the finale, which is so colossal in scope that it had to be filmed from a helicopter flying 150 feet over Cyress Gardens in Florida where the picture was made."

●

"'Rob Roy'," reports Ed Miller in "Seventeen's" February issue, "is a bold tale told to the skirling of bagpipes, the sound of clashing steel and the lovely sight of the Scotch heather. Richard Todd stars as the vigorous and romantic "Highland Rogue" of the eighteenth-century Britain.

●

"Easy To Love's" star Esther Williams, told her side of the Hollywood Women's Press Club controversy to Louella Parsons for publication in the January 24th issue of "Pictorial Review."

●

Edwin C. Kennedy, advertising director of "American Weekly" said: "'American Weekly' rolled up the biggest advertising gain in our 57-year history." Advertising for 1953 was 37 per cent greater than the previous year.

●

"The Man Between," starring James Mason and Claire Bloom, was chosen by Florence Somers of "Redbook" as the movie of the month for February. In review Miss Somers cites James Mason as "menacing, sinister and yet most attractive. He is also convincing in a role which requires a German accent. Claire Bloom is beautiful and at all times believable in a role which could happen to any young girl in Berlin today."

WALTER HAAS

Reviews

"The Golden Coach"

(I.F.E.)

AN English-speaking cast, Jean Renoir's production and beautiful Technicolor photography, make this Anna Magnani starring vehicle one of the best released here to date by Italian Films Export. It is a prestige item, opening in New York on a two-a-day, reserved seat policy, at advanced admissions, and could be the means of enlarging the American audience for Italian films.

It is a different type of role for Miss Magnani, being the story of the adventures of an Italian theatre troupe in the New World in the early part of the 18th Century, which restricts her to a more subdued but nonetheless impressive performance in this, her first English-speaking role.

The story concerns itself mainly with the Columbine of the company, Miss Magnani, and her three suitors. A swordsman and soldier is the first to desire her; then the territory's most famous bullfighter; and finally the Viceroy, the ruler of the Spanish colony. The ending finds her more contented with theatre-life than with real life, though perhaps she's a trifle sadder.

The title refers to the magnificent vehicle which the Viceroy owns and which he prefers to give to the common lady rather than place in the hands of his snobbish and hypocritical court. It is also the means by which the story has its pseudo-happy finale.

The cast is an Anglo-Italo-American one and the performers give good support to the star, with Duncan Lamont as the Viceroy perhaps having an edge. A quartet of writers fashioned the story and screenplay, including the director, Renzo Avanzo, Jack Kirkland and Giulio Macchi. The music which adds to the spirit and tempo of the film, is from the works of Vivaldi and some traditional airs from the Italian theatre. It is a Delphinus Hoche Production, produced by Panaria Films.

Running time, 105 minutes. General classification. Release, in January.

"Jivaro"

(Paramount)

A STORY of a South American Indian tribe of head-shrinkers known as the Jivaro, this William Pine-William Thomas production has obvious exploitation possibilities. However, most of the action takes place in the final third of the picture and audiences bent on finding screen excitement may feel the early parts of the picture to be somewhat slow-paced. It offers Fernando Lamas and Rhonda Fleming in the stellar roles, aided by a good supporting cast; and is in color by Technicolor.

Lamas runs a small trading post at a river settlement and aids Miss Fleming in a search for her fiance, played by Richard Denning, a gold prospector who has deteriorated into a drunkard under the spell of the tropics. Denning and his companions have been reported killed by the Jivaro tribe. The search for him and his companions leads Lamas and Miss Fleming into the action-filled latter part of the picture in which they are the prey of the Indians, other jungle inhabitants, and are tried by the elements.

Obviously photographed in 3-D, many of the stunts staged for that process appear meaningless in the 2-D version in which the picture was shown.

Edward Ludwig directed from a screen play by Winston Miller, based on a story by David Duncan. Others in the cast are Brian Keith, Lon Chaney, Rita Moreno and Marvin Miller.

Running time, 91 minutes. General classification. Release, in January.

First 7 Openings Set for 'Rob Roy'

Walt Disney's "Rob Roy, The Highland Rogue" will have its premiere at the Criterion Theatre here on Feb. 4 and will be followed by six other playdates, constituting the first seven engagements of the production.

The picture subsequently will play the 20th Century, Buffalo, on Feb. 12; the Melba, Birmingham, Feb. 17; Rialto, Atlanta, Feb. 18; Strand, Niagara Falls, Feb. 19; Hippodrome, Cleveland, Feb. 26, and Circle, Indianapolis, March 4.

Form Tallas Productions

Gregg Tallas Productions has been formed here and will produce "The Stranger" on location in Greece this summer. The story of the film is based upon a poem by the Greek poet, Notis Peryalis. Tallas will direct and produce.

To Use Stage Shows

PORTLAND, Ore., Jan. 19.—Dick Newton, manager of the Portland Paramount Theatre, announced that stage shows will be used again to supplement screen fare.

Legion Reviews Nine; All in Class A

Nine films were reviewed this week by the National Legion of Decency, all of which were put in either the A-1 or A-2 classification.

Those listed under A-1 include: "The Glenn Miller Story," Universal-International; "Pickwick Papers," Mayer-Kingsley; "Riders to the Stars," United Artists; "Saadia," M-G-M; and "Secret of Outlaw Flats," Monogram.

The following were put in the A-2 category: "It Should Happen to You," Columbia; "The Passionate Sentry" (British), Fine Arts; "Personal Affair," United Artists; and "Three Young Texans," 20th Century-Fox.

Milwaukee Rejects Tax on Theatres

MILWAUKEE, Jan. 19.—A proposal for a three per cent municipal tax on motion picture theatres and other entertainment forms here to raise an estimated $300,000 in new city revenue has been rejected by the Milwaukee Common Council's special taxation committee.

Circuit Court Finds Lower Court Erred In Adelman Case

That the U. S. District Court in Dallas was in error when it gave an instructed verdict in favor of the defendants in the anti-trust case brought by Texas exhibitor I. B. Adelman against eight major distributors appears to be the basis for the reversal of the judgment last week by the U. S. Court of Appeals in New Orleans. Copies of the New Orleans decision were distributed here yesterday to the legal department of the defendant distributors by the Motion Picture Association of America.

Operates in Houston, Dallas

Adelman, who operates the Delman Theatres in Houston and Dallas, had alleged conspiracy to prevent him from obtaining first-run product. At the trial in Dallas, the court ruled that there was insufficient evidence to warrant giving the case to the jury and dismissed the charges against the distributors and Interstate Circuit and Texas Consolidated Theatres.

The New Orleans Circuit Court on appeal, however, expressed the opinion that the evidence was amply sufficient "as to some of the defendants to warrant submission to the jury of the controversial issues of facts presented by the pleadings." The Circuit Court stated that it believed the Dallas court committed "prejudicial errors" in excluding the judgments of the U. S. vs. Paramount case in the hearings.

"It was found and adjudged," the Circuit Court ruled, "that the eight distributor defendants, which were the same as the eight distributor defendants named in this suit, had engaged in a nationwide conspiracy to establish uniform system of runs, clearances and admission prices . . . in order to protect their first-run licensees from competition."

Suggests Jury Be Instructed

In this connection, the Circuit Court said that "we conclude that the excluded judgments should have been admitted and the jury fully instructed as to the issues therein determined.

"Evidence was also offered by appellant, which should have been admitted, to rebut the defendants' claims that sound business judgment required the selection of a single theatre to play all of their films first in a given competitive area. The ground of the exclusion was that the defendants' practices in licensing Interstate's Houston theatres had 'nothing to do with Dallas people,' although the illegal acts in Houston were alleged to be an integral part of a nationwide conspiracy."

The Circuit Court further criticized the Dallas court for "arbitrarily" restricting the cross-examination of witnesses for the defendants.

Circumstantial Evidence Seen

"Except as to the estoppel by the Paramount judgments," the Circuit Court stated, "the gist of the appellant's case as to liability depends upon circumstantial evidence, which requires that much latitude be given the party offering such evidence.

"The judgment appealed from is affirmed as to the exhibitor defendants. . . . It is reversed and the cause remanded for further proceedings not inconsistent with this opinion as to the eight distributor defendants."

Costs of the appeal were taxed against the defendants.

IMPORTANT ANNOUNCEMENT FROM PARAMOUNT FOR EVERY EXHIBITOR!



MARTIN AND LEWIS- IN TECHNICOLOR FOR FIRST TIME, IN HAL WALLIS' "MONEY FROM HOME" WILL BE RELEASED NATIONALLY IN 3-D BEGINNING FEBRUARY 3RD. ALSO AVAILABLE FOR 2-D SHOWINGS STARTING MARCH 4TH.

'Miller' Bows

(Continued from page 1)

three theatres in Hollywood-type premiere atmosphere.

Special premiere ceremonies took place during the day and were highlighted tonight by parades and motorcades to the three theatres. Stewart made personal appearances at all three theatres. During the day, the Plaza in front of the Carib Theatre in Miami Beach was renamed "Glenn Miller Plaza" and a special time capsule was buried beneath the pavement containing a Glenn Miller record collection and a series of newspaper columns saluting the premiere.

A crowd of winter vacationists and natives of the Florida resort of all ages and both sexes jammed the three theatres early as they opened their doors for the first public exhibition of the picture, which had previously received a series of invitational previews in New York, Hollywood and Clarinda, Iowa, birthplace of Miller.

Universal's top echelon, headed by Milton R. Rackmil, president, Alfred E. Daff, executive vice-president and Edward Muhl, vice-president in charge of production, were on hand here for today's premiere.

Warn Against Mass. Operators Bill

BOSTON, Jan. 19.—Exhibitors of Massachusetts were urged to contact state legislators in an effort to block the passage of a bill which would require two licensed operators in the booth at all times. The advice came in a bulletin of the Independent Exhibitors and Drive-In Theatre Association of New England.

The bulletin said that House Bill 267, which will be heard by the Committee on Public Safety, would virtually wipe out all of the benefits that we now are enjoying." It was pointed out that exhibitors in the state can presently run their theatres with only one operator, pending the outcome of the organization's suit against the Commissioner of Public Safety.



Censors Mull Court Rulings

(Continued from page 1)

may apply only to the two pictures in question, rejecting the interpretation that the Court outlawed the banning of a picture on loosely-worded definitions contained in state statutes. Dr. Flick parenthetically added that he was thinking out loud in making the comment and that he had not sufficiently studied the case as yet.

He expressed disappointment that the High Court turned thumbs on New York's banning of "La Ronde," adding that the state now will grant the license as soon as the state courts are officially notified.

The following states will be represented at the two-day meeting, the first session of state censors in three years: Ohio, Pennsylvania, Kansas, Maryland, Virginia and New York. The current meeting comes at a time when the powers of state censors have been whittled down considerably, first by "The Miracle" decision and the more recent "M" and "La Ronde" rulings.

Dr. Flick, explaining that no formal agenda will be presented, said, however, that he most probably will bring up a proposal that states adopt an "adult" classification for pictures. He held that an "adult" classification would be a means of extending mature treatment to films by government censorship.

Another topic that should come up for discussion, according to Dr. Flick, is the need for uniformity of charges for 3-D and 2-D projection. Some states, he explained, collect a censor fee based on the film footage, thus multiplying the cost of 3-D pictures which utilitize two prints of the picture.

A sidelight of the meeting, it was explained, will be a visit to the United Nations to explore the UN use of films.

Chicago Continuing 'Miracle' Appeal

CHICAGO, Jan. 19.—Despite yesterday's anti-censorship ruling of the U. S. Supreme Court, the City of Chicago is pressing its appeal of the State circuit court decision vetoing the banning of "The Miracle" here. Claiming that the picture is obscene, John C. Melaniphy was prepared to argue the city's case before the State Supreme Court in Springfield today. The charge of obscenity by-passes an earlier U. S. Supreme Court decision on "The Miracle" stating that films may not be banned on grounds that they are sacrilegious.

Feeling in legal circles here is that the State Supreme Court's ruling, no matter which way it goes, will be appealed, and eventually will reach the U. S. Supreme Court. This case may well be the one that will elicit a clear-cut decision from the high court on the constitutionality or unconstitutionality of pre-censorship of moving pictures.

CBS Drops Garrick; No Plans for House

CHICAGO, Jan. 19.—Balaban and Katz has made no plans for the Garrick Theatre and the television studios in the State Lake Theatre Building, which H. Leslie Atlass of the Columbia Broadcasting System announced the broadcasting company will vacate following completion of facilities in the Chicago Arena, purchased by CBS yesterday for use as a television center at a cost of over $3,000,000.

The Garrick, originally one of B. & K.'s first-run Loop houses, was converted to use as a television audience studio for WBKB several years ago and studios in the State Lake building also were used by the station prior to the United Paramount Theatres merger with the American Broadcasting Co. and the resultant trading of facilities with CBS. The Garrick could be used again by WBKB as an audience studio or, with the recent relaxation of the Jackson Park decree, which limited Loop runs in B. & K. houses to two weeks without special dispensation from the Federal district court, there is a possibility the circuit may reopen the house as a motion picture theatre.

Wile Hits 'Narrow' High Court Ruling

COLUMBUS, O., Jan. 19.—Bitter disappointment at the "narrow" U.S. Supreme Court decisions in the "M" and "La Ronde" cases was expressed here today by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, the organization which pressed the "M" case until it reached the high court.

Wile said the court did not outlaw state censorship but simply ruled that "M" and "La Ronde" must be allowed to be shown. Wile called the decision a "Pyrrhic victory," since the cost of pressing this case through the courts was about $100,000 to the contesting producers. He said the only way censorship in Ohio can be removed is for an innocuous film to be run without a censorship seal. Then it might be possible to push the case to the Supreme Court, he explained, with the only question before the court being the right of the state to impose censorship.

Questions of crime, indecency or sacrilege would be irrelevant then, he added. Wile said such a course of action would not be likely because "no distributor would be willing to run the risk of not being able to show the picture in theatres unwilling to participate in the test."

Several Ohio theatres are expected to show "M" as soon as it is made available. Ohio Attorney General William O'Neill said there is no question that "M" can be shown in Ohio.

Pa. Board to Stay, Says Mrs. Carroll

PHILADELPHIA, Jan. 19.—On the heels of the Supreme Court's decision on censorship Mrs. Edna R. Carroll, chairman of the Pennsylvania State Board of Motion Pictures censors, today stated that the high court decision would not mean the end of the board. "I do not expect any of the legitimate companies to take advantage of this decision," she said, "I by no means feel we will have to go out of business. We have had assurance from most of the companies that they find censorship as protective and corrective as most of the people of the commonwealth do."

Md. Board

(Continued from page 1)

it is immoral." Amplifying this point, Traub said that even if the Supreme Court order may be construed as ending the use of the word "immoral" in banning pictures, Maryland still can ban pictures which are obscene and indecent.

In an opinion given Traub Jan. 13, Maryland's attorney general, Edward Rollins, stated that "immorality appears to be the practical equivalent of indecency and obscenity."

Traub added that he regrets the Supreme Court has not thus far clarified the whole matter but, speaking for himself, he stated he does not think he would have any reluctance to use the word "immoral" should the occasion arise.

Mexico Legion Cites Objectionable Films

MEXICO CITY, Jan. 19.—Of the 409 Mexican and foreign pictures it reviewed in 1953, the Mexican League of Decency branded 22 per cent "contrary to Christian morality."

The League appeals to producers in Mexico and abroad to make moral pictures, saying, "Pictures need not be dirty to be successful. It is apparent that most box office successes are clean and pleasing to all."

Senate Group Okays R. E. Lee for FCC

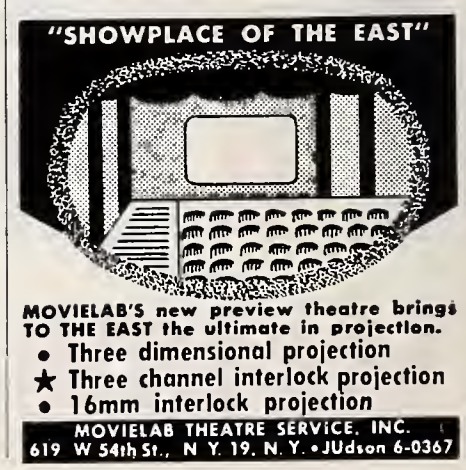
WASHINGTON, Jan. 19. — The Senate Commerce Committee today approved the nomination of Robert E. Lee to be a member of the Federal Communications Commission. Senator Monroney (D., Okla.) cast the only vote against Lee. Senator Pastore (D., R. I.) abstained.

Sets Fashion Film

Vyvyan Donner, fashion editor of Fox Movietone News, will present her recent production, "Carolyn Fashions - in - the - News," at invitational showings today and tomorrow at the 20th Century-Fox home office screening room. The film later will be shown at Arnold Constable's fashion auditorium.

Lease 2 Bronx Houses

The Circle Theatre and the Globe, in the Bronx, both held by Raybond Theatres, have been leased through Berk and Krumgold to the Endicott Circuit, headed by Kantor, Renner & Namenson, the latter organization operating in Brooklyn and Long Island.



$535,375

(*Continued from page* 1)

liam, by David Wallerstein, general manager of Balaban and Katz, here today for the 16-week run of "The Robe" at the B. & K. State Lake. During the run, which broke Chicago records both for attendance and receipts, over 850,000 people, more than 20 per cent of the population of Chicago and an average of better than 50,000 a week, saw the picture.

Marking the occasion, Charles Einfeld, vice-president and advertising director of 20th-Fox, sent a telegram to Balaban and Katz reading:

'Memorable Day'

"This should be a memorable day for you and your entire organization as well as for all of us here. It marks completion of our longest continuous engagement of 'The Robe,' in CinemaScope, a record of which everyone can be justly proud. Congratulations are commonplace at the start of an engagement but in this instance we want to congratulate you and your fine staff on this day which brings to an end 16 magnificent weeks, that were infused with the type of initiative, enthusiasm, and showmanship that has characterized the leadership and success of Balaban and Katz throughout the years. We salute you and your boys on this great accomplishment."

Now in its first subsequent run, "The Robe" has continued to demonstrate great drawing power by grossing $181,000 in its first four days at 28 outlying theatres here, with individual theatre totals for that period ranging from $4,400 to over $10,000.

Washington Officials

(*Continued from page* 1)

ciation. Producer Samuel Goldwyn, director William Wyler and at least three of the film's stars—Harold Russell, Teresa Wright and Myrna Loy—will be on hand.

Sherman Adams to Attend

Sherman Adams, assistant to President Eisenhower, heads the list of acceptances from the White House staff. Supreme Court Justices Minton, Burton, Reed and Douglas have already accepted invitations. Cabinet members expected to attend include Treasury Secretary Humphrey and Defense Secretary Wilson. House Speaker Martin, Minority Leader Rayburn and many other Senators and Representatives have also indicated they will be present.

British Trade Will Scan 'Break Figures'

LONDON, Jan. 19.—Following a virtual ultimatum from Cinematograph Exhibitors Association, the Kinematograph Renters Society has consented to a joint meeting with the Association on Thursday in regard to the question of break figures.

Failing agreement on CEA's claim that break figures are a matter for individual negotiation between a distributor and his customer the Association will take the issue to the Board of Trade. As previously reported, J. Arthur Rank's powerful General Film Distributors has already conceded the point in defiance of the KRS ruling.

Future of the Eady Plan, so CEA claims, is jeopardised by the attitude of American distributors on the matter. Exhibitors fear also that no ticket tax reduction will come their way so long as American distributors insist on the present break figure formula.

French Talks

(*Continued from page* 1)

resentatives and officials of the French government have been meeting intermittently to iron out details, with negotiations reportedly going smoothly until recently.

The agreement, which was supposed to supersede the old one which expired last July, calls for the granting of 110 permits to U.S. companies yearly. In addition, it grants what has been described as a "subsidy" of $200,000 yearly, which could be used by the French government to set up a promotion and advertising agency in the U.S. to aid the exhibition of French films here.

Dodge TV Show

(*Continued from page* 1)

during the morning hours. The reason for the shift, a TNT statement explained, was that Dodge, through its agency, Grant Advertising, decided to meet with its people at the close of the business day.

TNT it was stated, will co-produce the program. In addition to hotels, which will be used to augment the line-up of theatre television cities, there will be TV stations, it was added. The other commercial theatre telecasts slated for this month are the Scaltest show, scheduled for tomorrow, and the Ford program, to be telecast Jan. 28.

Magna-20th

(*Continued from page* 1)

the 65mm. process for "Oklahoma!" as well as in the use of CinemaScope for the picture. However, he said, the Magna board had reviewed the 20th-Fox proposals thoroughly at a meeting yesterday and that it was decided to pass it up at least for the time being.

Private Bankers Considered

Todd said that Magna currently was "entertaining" several private banking propositions in regard to the Magna and Todd-AO enterprises. The source of the $1,000,000 acquired yesterday was not revealed. Todd merely said, "We put it up." Previously, United Artists Theatres is reported to have advanced $1,000,000 toward the project and that Magna paid out $420,000 to the Theatre Guild for an interest in the "Oklahoma!" property.

Under the proposed 20th-Fox deal, the company would have distributed both the CinemaScope and Todd-AO versions of "Oklahoma!" and other screen properties owned or controlled by Magna. It was said that approximately $4,500,000 was involved in the transfer.

Balaban Named

(*Continued from page* 1)

dently operated organization backed by the voluntary contributions of Americans who want to help preserve the will to freedom among the captive citizens of the Soviet-controlled nations. Its network reaches into Czechoslovakia, Poland, Hungary, Romania and Bulgaria.

SEVENTEEN'S February picture of the month

the GLENN MILLER STORY

starring JAMES STEWART • JUNE ALLYSON

Color by Technicolor



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VOL. 75. NO. 14 NEW YORK, U. S. A., THURSDAY, JANUARY 21, 1954 TEN CENTS

Stereo-Sound Feud Ends In Pact to Make Tests

Still Active

Final Decision On Magna-20th Deal Due Today

Others Approached as Possible Distributors

A decision on the proposed Magna-20th Century-Fox deal is expected today, it was learned yesterday from a top 20th-Fox executive, who said that contrary to reports the deal is still as active as ever.

The Magna board which has been meeting throughout the week was said still to be considering 20th-Fox's offer, with a definitive stand by the board due to be taken today.

The offer, under which 20th-Fox could acquire all distribution rights to Magna 65mm. films, in addition to production and distribution rights for CinemaScope versions in payment of about $4,500,000, was reported to have been tabled by the Magna board on Tuesday.

Meanwhile, a Wall Street source closely identified with Magna's bid to gain financing for production of its initial film "Oklahoma!" and for the equipping of theatres threw a new

(*Continued on page* 4)

Crown Quits RKO to Head Moulin Prod.

Alfred W. Crown, head of the foreign department of RKO Radio, has resigned that post to accept the presidency of Moulin Productions, Inc. His successor has not yet been chosen by RKO.



Alfred Crown

Crown joined RKO in October, 1952, after serving as vice-president of Samuel Goldwyn Productions in charge of worldwide sales. He has been in the film industry for 23 years. In 1942 he was named motion picture consultant to the Office of the Coordinator of Inter-American Affairs, and shortly thereafter served two years in the U. S. Army.

Moulin Productions was formed in

(*Continued on page* 4)

House Group Votes Five-Year Statute Of Limitations Bill

WASHINGTON, Jan. 20. — A House judiciary subcommittee approved legislation to set up a uniform five-year Federal statute of limitations on private treble damage anti-trust suits.

The bill now goes to the full judiciary committee. The subcommittee bucked to the full committee without recommendation another proposal to give Federal courts discretion to award less than treble damages in private suits.

This latter proposal has been backed

(*Continued on page* 4)

'Line' Denounced by Protestant Council

The magazine "Christian Herald" and the Protestant Motion Picture Council's national reviewing board yesterday characterized Howard Hughes' "The French Line" as "completely objectionable in theme and treatment."

The picture has been denied a Production Code Seal and has also been

(*Continued on page* 5)

20th-Fox Cancels Court, Other Actions Against Walter Reade for Playing 'Robe' With Sound 'Mixer'; To Make Comparisons

By MURRAY HOROWITZ

The Walter Reade-20th Century-Fox controversy over the use of a so-called sound "mixer" with "The Robe" instead of approved stereophonic sound equipment in one of Reade's New Jersey theatres was resolved yesterday with the scheduling of regional tests "within the next 30 days" of stereophonic sound, with a committee representing every branch of the industry slated to be formed to judge the results.

This was one of the highlights of a fast-moving series of events which transpired during the day following a week's exhibition of "The Robe" at Reade's Community Theatre, Morristown, N. J., with the sound "mixer." The announcement of the tests within 30 days was made by Walter Reade, president of the circuit bearing his name, and president of Theatre Owners of America, in a statement expressing his "regret" for exhibiting the film without stereophonic sound.

The statement came on the heels of an unexpected evening conference between Reade and Spyros P. Skouras, president of 20th Century-Fox. Reade called on Skouras just a few hours after 20th-Fox had announced that it had procured a temporary restraining order in New Jersey courts prohibiting the exhibition of "The Robe" without stereophonic sound in Reade theatres. A hearing on the order was scheduled for this morning in Trenton.

However, Reade's apology and his expressed boost for the CinemaScope medium in his statement apparently softened 20th-Fox's attitude. 20th-Fox vacated its court order, in addition to allowing Reade to play "The Robe" in Reade's theatres in Perth Amboy, N. J., and Kingston, N. Y.,

(*Continued on page* 4)

Major Problems Face Drive-in Convention

CINCINNATI, Jan. 20.—A wide range of topics will come before the National Allied Drive-in Theatre Association convention here on Feb. 2-4, but the possible insistence on stereophonic sound by some distributors may highlight the proceedings, according to Ruben Shor, co-chairman of the convention. Shor said that the heavy advance registration was an indication that drive-in operators were "fighting mad" over the threat of being relegated to the status of "step-children" because of the possible shut-off of "A" product.

Other problems that will face the

(*Continued on page* 4)

Pinanski Asks No Serious 'Tampering' With Code

WASHINGTON, Jan. 20.—Expressing hope that there will be no serious tampering with the Production Code, Sam Pinanski, president of the American Theatres Corp. of Boston, has informed Eric Johnston, president of the Motion Picture Association of America, that in his opinion, the need for the Code is greater today than at any time since its adoption.



Sam Pinanski

Meanwhile, Abram F. Myers, general counsel of Allied States Association, expressed here the opinion that the time has come when the industry should consider a "For Adults Only" classification in its appraisals of films.

Pinanski told Johnston that "with both producers and exhibitors made desperate by dwindling business, temptation is stronger today than ever before to sensationalize story elements and adopt other methods which the Production Code now restrains." He added, "To do this would be ruinous."

"It is true," Pinanski continued, "that some of the regulations adopted for enforcement of the Code may have become obsolete or never should have been adopted in the first place. But as I understand it, there is ample opportunity to change these regulations and bring them into line with current

(*Continued on page* 5)

Sees Drive-ins with 'Scope This Spring

Hope that 20th Century-Fox will solve the technical problems of drive-in theatre presentation of CinemaScope productions by this spring was voiced here yesterday by Al Lichtman, 20th-Fox distribution director.

"They're important to us," Lichtman emphasized, "representing 15 per cent of our income." The distribution head went on to explain that research on the problem is now being conducted at the studio, under the direction of Earl Sponable, research director. En-

(*Continued on page* 4)

Personal Mention

NICHOLAS M. SCHENCK, Loew's president, will leave Hollywood at the weekend for Miami.

•

MAX YOUNGSTEIN, United Artists vice-president, has returned to New York from the Coast. WILLIAM HEINEMAN, distribution vice-president, will return here next week following visits to Western exchanges.

•

HERBERT YATES, president of Republic, will leave here for Europe in early February.

•

JEAN C. CONERY, daughter of MRS. JEAN CONERY BURGESS, president of Conery Theatres, Ravena, N. Y., has become engaged to TOM POTTENBURG, Siena College student and athlete.

•

JOHN P. BYRNE, Eastern M-G-M sales manager and captain of the company's 30th Anniversary Jubilee Campaign, is in Charlotte from New York.

•

ALEX COPPEL, recently signed by M-G-M, will arrive here today on the "Queen Mary" and will leave New York tomorrow for Hollywood.

•

JUSTIN HERMAN and ED FAY, producers of Paramount short subjects, will return to New York at the weekend from Dallas.

•

BERTE ORDE, of "Redbook Magazine," will leave here over the weekend for Hollywood.

•

STANLEY GOLDSMITH, M-G-M unit manager, will arrive in New York by plane on Sunday from Egypt.

•

GEORGES ROUVIER, United Artists managing director in France, has arrived here from Paris.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, left New York yesterday for Cincinnati.

•

PHIL GERARD, Universal Pictures Eastern publicity director, left New York last night for Washington.

•

GOTTFRIED REINHARDT, M-G-M director, will arrive here today aboard the "Queen Mary" from Europe.

•

SAM FULLER, 20th Century-Fox director, and MRS. FULLER will arrive here from the Coast on Tuesday.

•

WALTER WANGER has returned to New York from Boston and Washington.

Fire in Tennessee House

CLEVELAND, Tenn., Jan. 20.—Caused apparently by a short circuit in an exhaust fan, fire damaged the Princess Theatre, with heavy additional damage to the lobby and manager's office by smoke and water. Manager Calvin Harvey was able to clear the theatre of the small crowd attending a late show.

Italy, USSR to Talk Exchange of Product

ROME, Jan. 20. — Eitel Monaco, president of the Italian Film Industry Association, left Bologna yesterday for Moscow, where he is scheduled to confer with film leaders of the Soviet Union on the possibility of an exchange of film product between that country and Italy.

No 'Previous Agreement'

Interviewed at the time of his departure, Monaco stated that he was invited to visit Russia without any previous agreement or formula having been outlined for an exchange of pictures. Replying to a direct question, he emphasized his belief and hope that the Italian industry would never consent to any move by the Russian authorities to choose only "leftist" productions, which, he said, would tend indirectly to help the Italian Communist Party.

IMPDA Today Cites 'Justice Is Done'

The French picture, "Justice Is Done," today will be presented the Joseph Burstyn Award of the Independent Motion Picture Distributors Association as the best foreign-language film of 1953.

Kate Cameron, motion picture critic of the "Daily News" and chairman of the New York Film Critics, will introduce Otis Guernsey of the "Herald Tribune," who will make the presentation to Fae R. Miske, representing the Burstyn organization, which distributed the picture. The ceremonies will take place at the offices of the IMPDA.

N. Y. Paramount Will Play 'Home' in 2-D

The New York Paramount will play the latest Martin and Lewis starrer "Money from Home" in 2-D, it was disclosed here yesterday.

The Paramount plans to start the picture, which will also be available in 3-D, on Feb. 26, it was learned. People will enjoy Martin and Lewis in 2-D as well as in 3-D, a Paramount Theatre spokesman explained. "Money from Home" is a Paramount Pictures release.

To Judge Quarterly 'QP' Awards Friday

Judging of entries for the quarterly Quigley Showmanship Awards will be held tomorrow in the offices of Quigley Publications here.

The judges will be Mel Gold, National Screen's advertising-publicity director; Harry Greenman, managing director of the Capitol Theatre, and Harry McWilliams of Screen Gems.

John Carbone, 81

Funeral services will be held Saturday for John Carbone, 81, father of Mrs. Emma Carbone Donovan, secretary to Harry Mandel, of RKO Theatres, who died here Tuesday. He is survived by five daughters, one son and his widow.

Virginia MPTA Sets Jan. 27 Meeting

RICHMOND, Va., Jan. 20.—The annual winter meeting of the Motion Picture Theatres Association of Virginia will be held at the Jefferson Hotel here on Jan. 27, it was announced by president Leonard Gordon. F. M. Westfall and Sy Hoffman are co-chairmen.

Three Speakers Scheduled

Among the speakers will be Lou Gerard, of Box Office Television; Robert T. Barton, Jr., general counsel of the association, and Albert Sindlinger, business analyst. A representative of the Council of Motion Picture Organizations also is expected.

The Filmack-TOA short subject, "Courtesy Can Be Contagious," will be screened. Frank Wolf, Jr., and the Alexander Film Co. will be hosts at a post-meeting social affair.

No Policy Change for 'Caesar' in D.C. Date

WASHINGTON, Jan. 20.—"Julius Caesar" will be shown continuously and at regular prices when it opens at the Dupont Theatre here next month.

This is contrary to the general policy for releasing the picture, which has been showing on a two-a-day basis at advanced prices.

Dupont manager Gerry Wagner feels, however, that the picture will gross more in his theatre if it is shown continuously and at regular prices than if it is shown only twice a day at a higher admission cost. In addition, he feels that it will build up good will among his customers if the theatre doesn't raise its admission price for the picture.

Ind. Merchants Plug Stay-at-Home Films

FT. WAYNE, Jan. 20.—Exhibitors in this area express concern over local television film programs sponsored by institutions with which many of the theatres do business. The theatres' concern has been aroused largely as the result of conspicuous display advertising space, purchased at less than the theatre rate, urging the public to remain at home nights to see the free films on TV.

One such recent ad, sponsored by the Lincoln National Bank & Trust Co. of this city, heralded Richard Carlson in "I Led Three Lives," telecast by WKJG-TV on a Sunday night at 8:30.

Special Washington 'Miller' Screenings

Two invitational screenings of Universal's "The Glenn Miller Story" will be held in Washington today at the Academia Theatre of the Motion Picture Association for members of the diplomatic corps, the Armed Forces, the United States Government, the White House staff and representatives of Capital newspapers. James Stewart, who is starred in the picture, and Mrs. Helen Miller, widow of the late orchestra leader, will attend.

Gould Will Address Showmanship Class Of AMPA Tonight

Joseph Gould, advertising-publicity consultant, tonight will address the ninth session of the 1953-1954 Showmanship School conducted by Associated Motion Picture Advertisers, Lige Brien, AMPA president, and Maurice Bergman, Showmanship School chairman, announced.

Gould will speak at the United Artists home office prevue theatre. His subject will be: "Special Handling for the Exceptional Picture from the Small Producer-Distributor." He will illustrate his lecture with sequences from the current "Martin Luther."

Slate Skouras Trip To U.K. by Jan. 31

Spyros P. Skouras, 20th Century-Fox president, is slated to leave here for England at the end of this month. No exact date for his departure has been set yet.

While in England, the 20th-Fox president is scheduled to confer with British exhibitors, many of whom have complained of the requirement for stereophonic sound. The Cinematograph Exhibitors Association has suggested in a message to Skouras that he address a meeting of British exhibitors on Feb. 10.

Tower Theatre Suit Settlement Reached

CHICAGO, Jan. 20. — Attorney Seymour Simon disclosed here tonight that he has settled the Tower Theatre case out of court. The Tower, in Wichita, Kans., asked $160,000 damages from Fox Midwest and eight major film companies in an anti-trust suit. Assisting Simon in the case was Solbert Wassentrom, Kansas attorney.

Seadler to Preside at Ornstein Luncheon

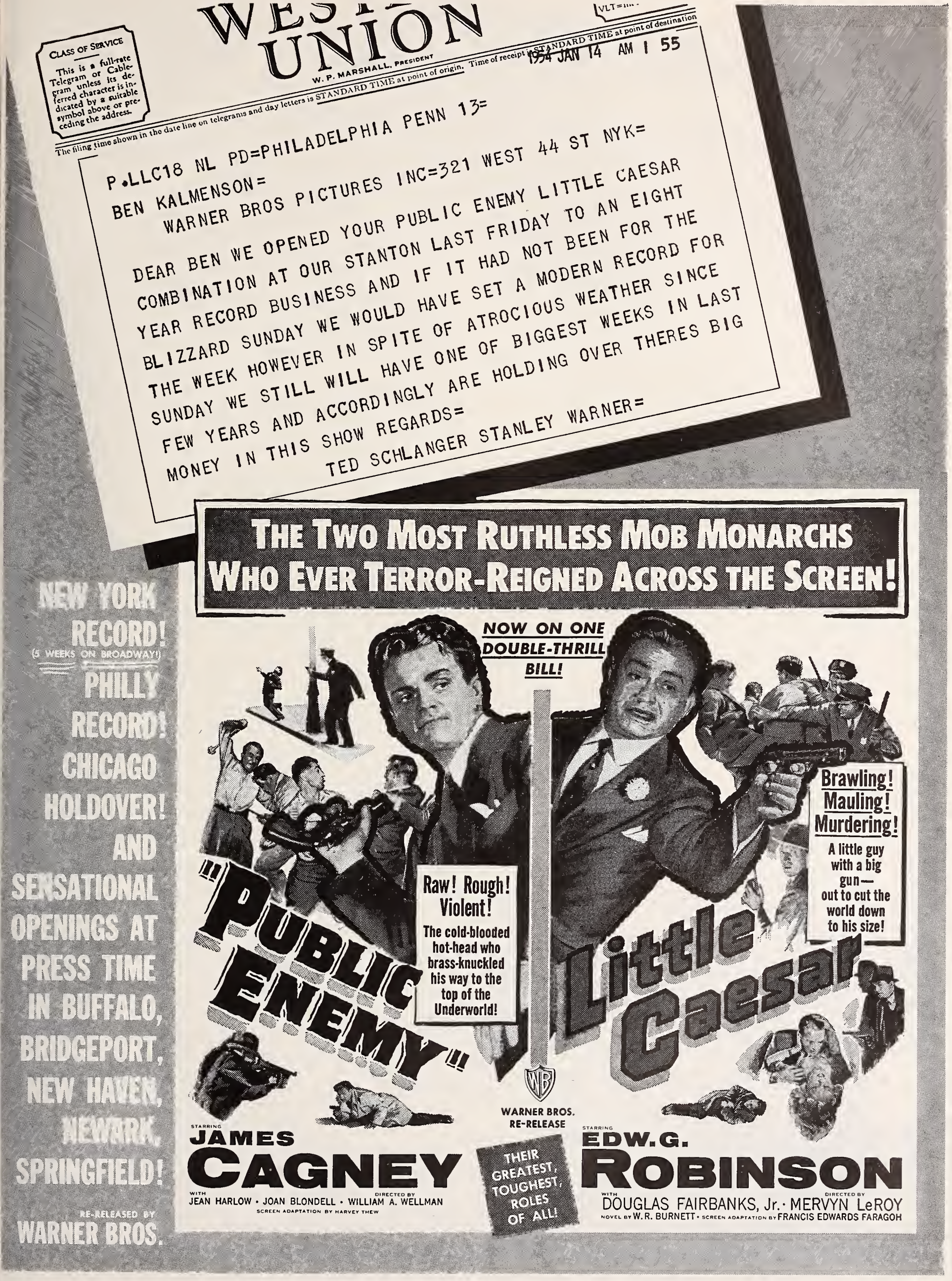
A luncheon will be given William Ornstein, MGM trade press contact, at Trader Tom's Steak House, 128 West 48th Street, today, to mark the publication of his second book of short stories, "Deep Currents."

Representatives of the trade press and the home offices will attend. Si Seadler, MGM advertising manager, will be master of ceremonies. The literary merit of the book will be appraised by Manny Herbstman of the editorial staff of "Motion Picture Herald."

Mrs. Eva Wayne, 90

CLEVELAND, Jan. 20.—Mrs. Eva Wayne, mother of Aaron Wayne, United Artists salesman, died after a long illness. She recently celebrated her 90th birthday. Two other sons and a daughter also survive. Mrs. Wayne was a sister of the mother of the Skirball brothers.

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NOVEL BY W. R. BURNETT • SCREEN ADAPTATION BY FRANCIS EDWARDS FARAGOH

House Group

(Continued from page 1)

by distributors and opposed by certain exhibitor leaders. At present, Federal judges must award treble damages in private suits whenever the defendant is found guilty.

The subcommittee action in bucking this decision to the full committee indicates that if the full committee decides to approve the proposal, it will tack the change on as an amendment to the statute of limitations bill.

At present, the time limit on private anti-trust suits is set by state statutes, which range from one to 20 years. Exhibitors had urged a Federal statute of at least five or six years; producers had sought a two or three-year statute.

Would Not Be Retroactive

Under the subcommittee bill, the new statute would not go into effect until six months after the bill becomes law. It would not be retroactive, either—that is, if, at the time the bill becomes law, a private suit arising out of past damages were barred by a two or three or four-year state statute, it would not be revived by the longer Federal statute. This provision is a victory for the distributors, who had feared that a long Federal statute might revive claims barred under state laws.

However, any case which still would not be banned by the state statute six months after the bill becomes law would get the full five years of the Federal law.

Other provisions would change the present law's provision on the effect a government suit has on extending the time limit for private cases and would give the government power to sue for actual damages when it is directly injured by an anti-trust violation.

Drive-ins

(Continued from page 1)

drive-in exhibitors, Shor said, will be CinemaScope as it applies to out-door theatres, price-fixing, advertising methods, insurance rates, in-car heaters and equipment in general.

The stock-purchase plan recommended at the Allied convention in Boston last October also will be brought up at the convention and this topic probably will be discussed at the national Allied board meeting which will follow the drive-in convention.

Among the speakers will be Herbert Barnett, president of the Society of Motion Picture and Television Engineers; Albert Sindlinger, business analyst; Marc Wolf, one of the first to install in-car heaters, and Rex Carr, film buyer for drive-ins.

U-I to Re-Issue 'Hamlet'

"Hamlet" will be re-released by Universal-International and will open an extended-run engagement at the Guild-50th Street Theatre here soon.



Feud Over Stereo Sound

(Continued from page 1)

where a "mixer" is installed changing the stereophonic sound to one-horn conventional sound.

This was done by 20th-Fox, according to Reade's statement, because the picture in those two situations had already been booked and advertised.

Reade acknowledged that the exhibition of "The Robe" without stereophonic sound in the Community Theatre was without the approval of 20th-Fox, indicating that the company had no knowledge that a "mixer" would be used there.

"Skouras and I agreed that a committee will be formed forthwith which would include representatives of equipment manufacturers, 20th Century-Fox, representatives of other companies producing in CinemaScope, and a committee of exhibitors from Theatre Owners of America." This committee, it was indicated, will pass on tests utilizing the "mixer," with experiments slated for competitive situations in four geographically located spots in the East, Midwest, Far West and South. Using a 20th-Fox CinemaScope production, one theatre in the selected city will use full stereophonic sound while the other will utilize the "mixer," such as that installed in Reade's Community Theatre.

Reade, commenting on his use of the "mixer" in Morristown, said that his intention was to have a test to determine whether CinemaScope productions could be shown satisfactorily and with its full impact on the public without the use of stereophonic sound installations.

In the meantime, the Reade circuit head pledged not to play any CinemaScope films from 20th-Fox in any of his theatres not fully equipped for stereophonic sound, with the exception of the Kingston, N. Y., and Perth Amboy, N. J., situations, previously mentioned.

"I believe that the advent of CinemaScope upon the scene has been a tremendous stimulant to the theatre business generally," Reade said in his statement, adding that Skouras expressed the desire to him to "serve the fine CinemaScope films of his company to the largest possible number of theatres." Regarding the upcoming experiment, Reade said that "both 20th Century-Fox and I hope that these tests will serve a useful purpose as both of us are embarking on this experiment with the best interests of the industry at heart."

The announcement of Reade's position and the slated stereophonic sound tests within 30 days came after a hectic day, with Al Lichtman, 20th-Fox distribution director, serving notice to the trade that no 20th-Fox CinemaScope productions would be serviced to theatres which in any way "minimized the effectiveness" of the medium.

Lichtman also told of the court action instituted by the company in Superior Court of N. J., Chancery Division, where the company procured a temorary restraining order against Reade.

Lichtman, in his blast against Reade, accused him of "misrepresenting" "The Robe" to the public by advertising stereophonic sound, in addition to failing to fulfill contractual obligations calling for the use of stereophonic sound with "The Robe" booking. Lichtman also announced that hereafter 20th-Fox personnel will inspect theatres to make sure those booking 20th-Fox CinemaScope productions are fully equipped for proper presentation of the medium.

Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, who also attended the Lichtman trade press conference, said that 20th-Fox did not want to institute a lot of law suits, but that the company was determined to protect the medium.

Agreement on a test utilizing the "mixer" came on the heels of a disclosure by Lichtman that the studio is having difficulty making single-track prints of "The Robe," prints promised for the projected Ohio tests last October at the Allied national convention by Skouras. The use of the "mixer" was seen as an avenue to experiment with no single-track prints in sight by industry circles.

The inclusion of other producing company representatives on the test committee was viewed as a step which might clarify the policies of other film companies producing in CinemaScope, including Warner Brothers and M-G-M, the two companies other than 20th-Fox which have CinemaScope films now in release.

To Change Wording In 3-D Glasses Bill

ALBANY, Jan. 20.—Opposition by Albany exhibitors to Assemblyman Daniel M. Kelly's bill requiring theatres showing 3-D films to post a sign at least one foot high, on or about the box office, stating "Polaroid glasses required to view film," was reported at the same time that the sponsor revealed he would amend it to change "polaroid" to "polarized."

The New York City legislator explained that the Pola-Lite Co. had protested to him that "polaroid" is a trade name. The concern contended, in a letter, that its use in the measure might prohibit any other kind of glasses from being distributed by theatres. Kelly continued that he had employed "polaroid" in the "generic" sense, but would make the requested change, nevertheless.

Rogers Hospital Plea With Fabian Passes

ALBANY, Jan. 20.—A personal plea for contributions to the Will Rogers Memorial Hospital is included with the distribution of season passes to the Fabian theatres in this area.

Division manager Saul Ullman, in his accompanying letter, suggests a "small contribution towards the health of its patients, those of our people who work so hard to make your hours of entertainment thoroughly enjoyable."

Braxton in New Post

PORTLAND, Ore., Jan. 20.—Jack Braxton, former manager of the United Artists Theatre here, has been named manager of the Bagdad Theatre, also of Portland. He recently was associated with the Autoview Drive-in at Camas.

Magna-20th

(Continued from page 1)

light on possible distribution of Magna productions. He said overtures have been made to United Artists, Warners and others by a go-between to distribute Magna 65mm. films and possible conventional versions of Magna productions.

No Direct Talks Yet

As yet, says the Wall Street source, there have been no direct UA-Magna talks. It was also said that the reported financing offered by the investment firm of Kuhn, Loeb & Co. would be limited to use for equipment, mechanical operations and expansion, with production financing being handled through a bank. It was reported following Tuesday's Magna board meet that $1,000,000 had been procured by Magna to start production immediately on "Oklahoma!"

Crown Leaves RKO

(Continued from page 1)

1951 to aid in the production and the financing of John Huston's "Moulin Rouge." Since that time it has been active in the making and underwriting of several other major films by independent producers.

In accepting Crown's resignation, J. R. Grainger, president of RKO, said, "It is with regret that we see Alfred Crown leaving our organizaiton. He has been doing an outstanding job as head of our foreign sales office. On behalf of myself and the other executives of RKO, I want to wish him the best of luck and great success in his new situation."

'Scope Drive-ins

(Continued from page 1)

gineers, he stated, have set up a drive-in theatre on the studio lot for experimentation.

In addition, Lichtman continued, company officials here and elsewhere are inspecting many different devices designed to make CinemaScope applicable to out-door situations. By April 1, at the beginning of the drive-in season, he concluded, 20th-Fox hopes to solve the technical problems.

Academy Selections Being Mailed Today

HOLLYWOOD, Jan. 20.—The Academy of Motion Picture Arts and Sciences tomorrow will mail nomination ballots to 13,075 members in the industry whose votes will determine eligibles for the Academy's 26th annual awards. The ballots, returnable before midnight, Jan. 30, will go to 1,513 members of the Academy, 9,058 members of the Screen Actors Guild, 737 members of the Screen Directors Guild, 769 members of the Screen Writers Guild, and 998 members of various technical crafts. Nominations will be announced Feb. 15.

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Church Group

(Continued from page 1)

condemned by the Catholic Legion of Decency.

The Council's national reviewing group, claiming that it speaks for 48,000,000 American Protestants, called the picture "an offense to all decent people, both on the ground of morals and plain good taste."

RKO Radio is distributing the film without a Production Code Seal.

Levy Sees Censor Laws Ineffective

The Ohio censorship statute is now ineffective and the New York statute has been left tottering as a result of the U. S. Supreme Court's action in the "M" and "La Ronde" cases, in the opinion of Herman Levy, general counsel of the Theatre Owners of America.

In a "case digest" of the Supreme Court decisions, Levy said yesterday these verdicts are an admonition to all municipal, county and state censorship groups that the Supreme Court "will not tolerate censorship" by non-definitive, vague and indefinite standards. In all fairness, he added, "those governmental agencies that are now applying such standards in the censoring of motion pictures should, of their own volition, remove the laws from their books and not require further appeals to the courts by distributors, producers and exhibitors."

Sees No Formal Opinion

Levy pointed out that the Supreme Court did not write a formal opinion in the "La Ronde" and "M" cases, explaining that "it stated merely that the judgments of the lower courts were reversed and it cited the 'The Miracle' case as an authority for its decisions." Now, then, Levy continued, "since the primary basis of its holdings in 'The Miracle' case was that the standard 'sacrilegious' was too vague and indefinite, then it can be stated that in the instances of 'La Ronde' and 'M', it felt, too, that the standards applied were too vague and indefinite."

In his "concurring" opinion, Justice Douglas took the position that "La Ronde" and "M" should not have been banned not only because the standards of censorship were vague and indefinite, but primarily because no motion pictures should be censored before they are shown. This means, in effect, according to Levy, that motion pictures should be given the same full protection from censorship that is enjoyed by other media of communication.

'Great Advance'

Levy asserted that the decisions handed down this week by the Supreme Court do not accomplish complete freedom from censorship. But, he contended, "it must be regarded as a great advance toward an ultimate goal.

"Now, more than ever before," Levy said, "the entire industry has a great obligation to itself to guard zealously its rights in this field and to bring to the attention of the courts of this nation all infringements on freedom of expression with the objective in mind that ultimately the U. S. Supreme Court will accept as its decision the philosophy and conclusions of the 'concurring' opinion."

'Category' System Of Censoring Asked

A new system of film censorship for the State of New York was suggested yesterday by Dr. Hugh M. Flick by which pictures would be classified with regard to obscenity, brutality and moral content, replacing the current system of approving or banning outright. Four categories would be listed as follows:

1. **"For the whole family"**
2. **"A little less than entirely suitable"**
3. **"For adults only"**
4. **"To be shown under very restricted conditions."**

His suggested system, said Dr. Flick, has been used for many years in England.

Editorial Says High Court Curbs Censors

WASHINGTON, Jan. 20.—The Washington "Post" today called Supreme Court's "M" and "La Ronde" decisions "another setback" to state censorship of films and said that the choice of what to see in motion picture theatres should be left to the people.

In an editorial supporting the high court's decision reversing Ohio's ban on "M" and New York's ban on "La Ronde" the "Post" said, "Bad films may be troublesome; bad censorship is likely to be much more so. The choice of what to see in motion picture theatres can best be left freely to a free people."

The "M" and "La Ronde" decision, the editorial said, "fortifies the doctrine, enunciated by the court two years ago in 'The Miracle' case that 'expression by means of motion pictures is included within the free speech and free press guaranty of the First and Fourteenth Amendments.'"

Mexico to Extend Film Censorship

MEXICO CITY, Jan. 20.—Pictures here will be subject to increased censorship. The Ministry of Public Education informed the Picture Producers Association that it will assign an inspector to view all pictures while in production so as to avoid anything getting into them that "could harm the culture of the people." The inspector will give particular attention to costuming, history and Mexican customs.

Unlike other government departments, the Ministry will pay its inspector.

Sunday Section Started

The Richmond (Va.) "Times-Dispatch" has inaugurated a new Sunday section titled "Leisure," with news and art on films, stage, radio, and TV. Hitherto, entertainment news was not anchored to any special section of the Sunday edition. Edith Lindeman is editor of the new section.

Wide-Screen to Drive-in

HARTFORD, Jan. 20.—The 850-car drive-in theatre being built by Perakos Theatre Associates at Plainville, Conn., will have a 114-foot wide-screen, according to Sperie Perakos, general manager. An Easter Sunday opening is planned for the $200,000 project.

Mexico Unit Formed To Distribute Abroad

MEXICO CITY, Jan. 20.—Distribution of Mexican pictures in the United States, Canada, Alaska, and all of Europe, Asia, Africa and Australia, and planned extension in Latin America, is the purpose of Exportadora Mexicana de Peliculas (Exportmex), organized here by the trade's own bank, the semi official Banco Nacional Cinematografico, S. A., and 24 producers, among them Posa Films, S. A. Columbia Pictures had been world-distributing for Posa. Membership in Exportmex demands that it, exclusively, distribute the members' pictures abroad.

Some Objections Voiced

Several important companies, among them Mier y Brooks and Filmex, refused to join Exportmex, president of which is Eduardo Garduño, the bank's director general, whose program, the "Garduño Plan," for Government aid to the industry is now under controversial discussion.

Chi. Court to Study 'Miracle' Appeal

CHICAGO, Jan. 20.—The State Supreme Court has taken under advisement the appeal of the State circuit court decision vetoing the banning of "The Miracle" here. The court is expected to rule some time in March on whether or not the film may be shown in Chicago, although it originally was banned by the Chicago Censor Board.

Pinanski

(Continued from page 1)

thought. I do not object to this being done. But I most sincerely hope there will be no serious tampering with the Code itself. It has been one of the great assets of our business and will continue to be if we only have brains enough to keep it."

Myers Recommends a New Classification for Code

WASHINGTON, Jan. 20.—Abram F. Myers, board chairman of Allied States, wonders "if the industry's opposition to official censorship isn't complicated by its adherence to the Production Code and the decisions of the Code Authority."

In a statement here, Myers said: "Now is the time for the industry to consider a new classification by the PCA; namely, 'For Adults Only'. The case of 'The Moon Is Blue' points up the need for this. To say that that picture should not be shown to grown-ups is to deprive a lot of people of an evening's solid entertainment that can do them no harm.

'Bathycolpian Line'

"Now I am puzzled about the distinction between the dances of Rita Hayworth and Jane Russell, unless Breen (PCA head Joseph Breen) is drawing a bathycolpian line."

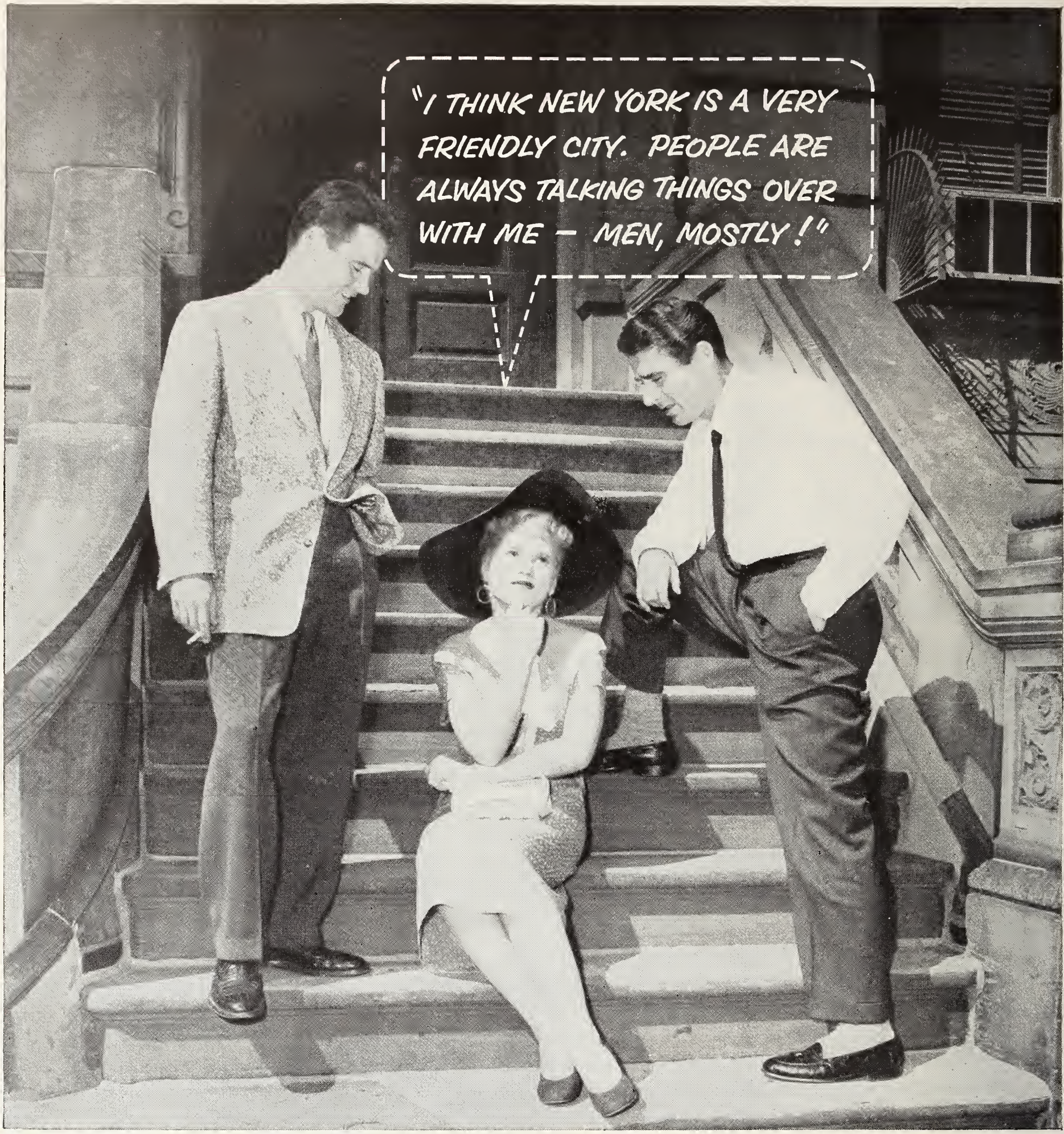
Some Toronto Prices Up

TORONTO, Jan. 20.—Regular admission prices have been raised at units in some situations of Odeon Theatres.

She's nothing but trouble
...every voluptuous inch of her!



"WICKED WOMAN"



The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents **Judy Holliday** in **"It Should Happen To You"** co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 15 NEW YORK, U.S.A., FRIDAY, JANUARY 22, 1954 TEN CENTS

Officials React

State Censors Uphold Right Of Regulation

Say High Court Rulings Substantiate Their Roles

State censors are of the belief that the Supreme Court decisions, including those on "The Miracle," "La Ronde" and "M", have "substantiated the constitutionality of pre-regulation of motion pictures," Dr. Hugh M. Flick, director of the New York State censor board, said yesterday.

Dr. Flick made this statement following the opening session of the two-day meet of censors from six states. He said that representatives of each state reported on the effect of Supreme Court decisions on individual statutes, adding that there was "general agreement"

(*Continued on page 2*)

Theatres Begin Aid For 'Dimes' Today

Beginning today, motion picture theatres throughout the country will aid the 1954 March of Dimes campaign by showing the special trailer, "Look for the Silver Lining," featuring M-G-M's Howard Keel.

The short has already been distributed by National Screen to exhibitors who have assured Basil O'Connor, president of the National Foundation

(*Continued on page 6*)

Finds Stereo Sound In 363-Seater Vital

The adaptability of stereophonic sound to small theatres was pointed up here yesterday by National Theatres Supply which reported it has installed stereo sound equipment in the 363-seat Vogue Theatre, in Elwood, Ind., owned by Trueman T. Rembusch, of Indianapolis, former president of Allied States Association, and former member of the COMPO triumvirate.

NTS quoted Rembusch as saying that following the installation of the system he became one of its most enthusiastic supporters, convinced of its practicability for a smaller house.

Says Court Added New Responsibility To Self-Regulation

WASHINGTON, Jan 21.—Senator Johnson (D., Col.) said that the people must now depend upon the motion picture industry to regulate itself, since the Supreme Court has denied states the right to ban "immoral" films.

Johnson, who some years ago proposed a Federal film censorship bill, inserted in the Congressional Record a telegram from the Legion of Decency announcing the Legion's condemnation of RKO's "French Line."

"Now that the Supreme Court has denied to the states the right to protect their citizens from immoral exhibitions—and I do not quarrel with their interpretation of the Constitution—we must depend upon the motion picture industry to regulate itself," Johnson said.

"This industry depends upon the

(*Continued on page 6*)

Theatre TV Gets Lively Dairy Show

A lively, colorful show with a business message was produced by Theatre Network Television for the National Dairy telecast yesterday, which was carried by 14 theatres in a closed-circuit hook-up for National Dairy salesmen.

The show, which emanated from NBC's Center Theatre here, was well integrated and had all the professional

(*Continued on page 6*)

No Aid Offered

PRESIDENT SILENT ON TICKET TAX

Goetz Closes Deal To Produce for Columbia Release

HOLLYWOOD, Jan. 21.—William Goetz, for his William Goetz Productions, Inc, will produce a series of features for Columbia release in accordance with an agreement completed today by Goetz and Harry Cohn, president of Columbia.



William Goetz

The first of the three pictures already scheduled for production by Goetz on the Columbia lot is the screen version of the Broadway musical, "Guys and Dolls." This will be followed by "The Maurice Chevalier Story" and "Dawn in the Sky."

Goetz resigned as head of production for Universal late last year after a seven-year association.

'54 Tax Program Makes No Reference to Relief Promised Last Summer

By J. A. OTTEN

WASHINGTON, Jan. 21.—President Eisenhower outlined his 1954 tax program to Congress today, and still left up in the air the Administration's position on admissions tax relief.

At one point in a tax-budget message to the House and Senate, the President seemed to rule out completely any admissions tax cut. At another point, however, he seemed to be saying that the Administration would go along with a reduction in the admissions tax if Congress increased other excises or levied new excises to make up the revenue loss.

At no point in the message was there any specific mention of the ticket tax. This was a

(*Continued on page 6*)

Film Heads Leave For AFM Pact Talks

Industry representatives who will sit in on the negotiations for a new contract with the American Federation of Musicians will leave today for Miami to hold preliminary conferences with Nicholas M. Schenck, Loew's president and a top figure in the pact talks. Parleys with James C. Petrillo,

(*Continued on page 6*)

Boost for Commerce

Higher Budgets Asked for U.S. Film Program, Others

WASHINGTON, Jan. 21.—More than doubling the appropriations for the government's overseas film program is proposed in the 1955 fiscal year budget submitted by President Eisenhower to Congress today.

The budget proposes that $89,000,000 be appropriated for the U. S. Information Agency for the year starting July 1, 1955, compared with an actual appropriation of $78,194,655 in the current year. The motion picture service would get $6,963,000 under the request for the coming year, compared with the $3,390,117 it is operating on this year. Last year it had $7,557,582.

Appropriations for the Justice Department's Anti-Trust Division would be reduced slightly under the new budget, going from the $3,325,000 voted this year to a request of only $3,100,000 for next year. Larger funds are sought, however, for the Federal are sought in the new budget, however, for the Federal Trade Commission.

A sizeable increase is requested for the Commerce Department's Business and Defense Services Administration, which includes the film section headed by Nathan D. Golden. The President asked $7,300,000 for this administration in the coming year, compared to $6,390,500 voted this year.

A slight increase, from $7,400,000 voted this year to $7,644,000 next year, is asked for the Federal Communications Commission. The President declared, however, that the FCC should be "substantially current" in handling applications for TV stations "by the end of June, 1954."

Compo Silent; Strong Effort Seen Needed

Official comment by the Council of Motion Picture Organizations on the absence of any specific provision for Federal admissions tax relief in the President's tax message to Congress yesterday was withheld in the absence of Robert Coyne, special counsel, from the city and the lack of an official text of the message for study by the COMPO governing triumvirate.

However, a regional chairman of COMPO's tax repeal committee said: "We expected another hard fight. This means we will have to redouble our efforts to win Congressmen to our side."

Personal Mention

JACK L. WARNER is scheduled to leave here tonight for the Coast.

•

R. J. O'DONNELL, general manager of the Interstate Circuit, is in New York from Dallas with MRS. O'DONNELL. They will sail tonight aboard the "Caronia" for a three-month cruise to the South Pacific and the Orient.

•

J. P. BYRNE, M-G-M Eastern sales manager and captain of the company's 30th Anniversary Jubilee drive, today is in Washington and will return to New York on Monday.

•

MILTON R. RACKMIL, Universal president, is expected back in New York early next week from Miami and will leave for the Coast shortly thereafter.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, will leave here at the weekend for Dallas.

•

ELLIOTT FOREMAN, M-G-M home office representative on the "Long, Long Trailer" tour, is in Omaha from New York.

•

EDWARD MUHL, Universal vice-president and studio head, has returned to Hollywood from New York.

•

A. P. HINNANT, North Carolina circuit owner, is recuperating in Atlanta following an illness.

•

JAMES A. PRICHARD, Allied Artists Southern division sales manager, has arrived in Hollywood from Dallas.

Seadler Presides at Lunch for Ornstein

The importance of the trade press to the industry was underlined here yesterday by Si Seadler, M-G-M advertising manager, at a luncheon honoring William Ornstein, M-G-M trade press contact, on the publication of his second book of short stories, "Deep Currents." Ornstein is an alumnus of the industry press.

Seadler, who was master of ceremonies, told trade press representatives and home office delegates who attended the luncheon at Trader Tom's Steak House that "the trade press is very important to us."

Mrs. Fanny Blumofe, 74

Funeral services will be held today at Riverside Memorial Chapel here for Mrs. Fanny Blumofe, 74, mother of Robert Blumofe, West Coast representative for United Artists. Mrs. Blumofe died Wednesday. Besides her son, she is survived by two daughters.

Edgar Hamrick Dead

SEATTLE, Jan. 21.—Edgar Louis Hamrick, 68, brother of John Hamrick, who operates a circuit of theatres in the Pacific Northwest, is dead from a heart attack. He recently was associated with several Seattle theatres.

State Censors

(*Continued from page* 1)

that the Supreme Court decisions upheld pre-regulation.

The reasoning of the state censors in reaching such a conclusion was described by Dr. Flick in this fashion: That the burden of distributors' briefs in each case urged the complete freedom of motion pictures from censorship under the First and Fourteenth amendments to the Constitution; that the Supreme Court did not specifically rule on that question, and that the seven members of the court in the "La Ronde" and "M" cases did not concur with Justices Jackson and Douglas in their rejection of pre-censorship of motion pictures.

Dr. Flick Questioned

Dr. Flick, who presided at the meeting called by him to discuss state censorship problems, was asked whether he thought the Supreme Court decisions whittled down the area of pre-censorship. To that he first replied in the negative, but acknowledged later that in "The Miracle" case the Supreme Court ruled out banning of a picture on "sacrilegious" grounds. He said the issue of "vagueness" of "immorality" and "tending to incite to riot" statutes cited in "The Miracle" decision and relied upon in the recent "La Ronde" and "M" cases, was not touched upon at yesterday's session.

Speaking for New York, however, Dr. Flick, who holds the title of director of the New York Education Department of the Motion Picture Division, acknowledged that "we will have to proceed to redefine immorality in more positive terms." He said that this will be done by the Board of Regents in the near future. Ohio, he added, will have a similar problem on "brutality" and "inciting" statutes.

The meeting, held in Dr. Flick's office, was the first held in three years, in which time precedent-making decisions have been handed down by the Supreme Court. However, judging from the concensus of opinion relayed from the initial day's meeting of state censors, it appears the concerned governmental officials still believe just as firmly in their roles.

Many Sections Represented

The following representatives are attending the meetings which conclude today: Mrs. Francis Vaughn, chairman of the Kansas censor board; Sidney R. Traub, chairman of the Maryland board, Mrs. Eva M. Holland, vice-chairman of the Maryland board; and Mrs. Dorrance, also of Maryland; Dr. Clyde Hissong, superintendent of public instruction of Ohio; Suzannah Warfield, supervisor in Ohio; Mrs. Edna R. Carroll, chairman of the Pennsylvania board; Mrs. Harry B. Miller, secretary of the Pennsylvania board; Mrs. Lollie C. Whitehead, a member of the Virginia board; and the following from New York, Miss Mary D. Farrell, chief reviewer, Mrs. Helen H. Kellog, Mrs. Evelyn Burt Young, Sydney Bernstein, Louis M. Pesce and John DeFato, all reviewers.

Magna-20th Status Remains Unchanged

The status of the Magna-20th Century-Fox tie-up apparently remained undefined here yesterday, although there were reports that the Magna-Todd-AO group would inform 20th-Fox of its position as to accepting or officially rejecting the latter's offer to invest in the 65mm. project.

A 20th-Fox spokesman said a decision might not be forthcoming for another week or more. Todd-AO officials could not be reached yesterday for comment.

Special Films Need A New Slant: Gould

The necessity for unorthodox promotion for pictures made for specialized audiences in general and "Martin Luther" in particular was outlined here last night by Joseph Gould, advertising consultant and publicity director for Louis de Rochemont Associates, at the Showmanship School of the Associated Motion Picture Advertisers in the United Artists preview room.

In pointing out that "Martin Luther" was being distributed, sold, promoted, publicized and advertised without the benefit of a major company's facilities, Gould said it was necessary to arouse the interest of the "special audience" in order to attract the "general audience."

"It is not enough that the special audience endorse your picture, or give it national publicity, or award it special, shiny plaques, or anything of the routine sort," Gould said. "They must engage in active local promotion for the picture and, of course, they must be supplied with the conditions —the plans and tools—which make it possible for them to do so."

Washington Honors For 'Miller Story'

WASHINGTON, Jan. 21.—Actor James Stewart, making a three-week cross-country tour to promote Universal's "Glenn Miller Story" was honored at a Congressional luncheon today.

Hosts at the Capitol Hill luncheon were House Speaker Martin and Senators Martin and Duff of Pennsylvania, Stewart's home state. Other Senators and members of the House were guests. Making the main luncheon speech, Speaker Martin praised Stewart and the motion picture industry and stressed the industry's need to get out and aggressively sell its product.

Tomorrow afternoon, Stewart, Mrs. Stewart and Helen Miller, Glenn Miller's widow, will take part in a ceremony presenting various Glenn Miller memorabilia to the Library of Congress. Tomorrow evening, the Stewarts will be guests of honor at a dinner given by Motion Picture Association of America president Eric A. Johnston at the headquarters of the MPAA.

U's Insurance Plan Directed by Lorber Gets Solons' Study

WASHINGTON, Jan. 21.—Benjamin Lorber, director of insurance of Universal Pictures Co., outlined his company's medical insurance plan to an interested House Commerce Committee today.

The committee is conducting comprehensive hearings on health legislation. Lorber said that on the basis of his company's operations, "A major medical expense insurance plan, soundly conceived and sanely administered, could be the ultimate answer to the ever-present fear of financial bankruptcy that faces each American family as a result of major medical expense."

Committee chairman Wolverton (R., N. J.), said the committee staff had studied many company health insurance plans and had found the Universal plan "of particular interest because of several unusual features which it incorporates."

Navy Lauds Kramer For 'Caine Mutiny'

The Department of Defense and the Navy Department has sent a letter of commendation to Stanley Kramer for his production of "The Caine Mutiny," to be released by Columbia Pictures.

The letter said in part: "We do want you to know officially that we believe you faithfully carried out your assurance to produce 'The Caine Mutiny' in a manner which would be in the best interests of the Department of Defense. We consider the job well done."

In another communication, Adm. Lewis S. Parks, of the Navy Department's Office of Information, wrote Kramer saying: "I take pleasure in congratulating you on your excellent production of 'The Caine Mutiny.' You have portrayed a difficult subject with honesty and integrity in a manner favorable and acceptable to the Navy."

Kramer will be guest of honor here this afternoon at a "welcome home" party to be tendered by United Artists at the "21 Club."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION



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NEW

High

IN EXCITEMENT!



NEW

High

IN ENTERTAINMENT!



NEW

High

IN CINEMASCOPE



20th Century-Fox proudly presents

"Hell and High Water"

TECHNICOLOR-DELUXE

IN

CINEMASCOPE



please turn.....

ACROSS THE LENGTH AND BREADTH OF THE WO

From London to Manila . . . from Paris to Tokyo Bay . . . from

CinemaScope crashes through uncharted frontiers of high adventure . . . engulfs you in drama unprecedented . . . of a beautiful woman in the captive-world of a submarine who had to be all things to 29 mutinous men...as they defied hell and high water on the most desperate mission ever filmed!

20th CENTUR

CINEM

"Hell
High



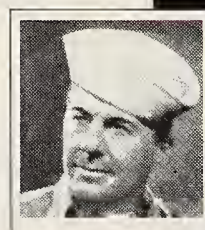
RICHARD **WIDMARK** as Comdr. Jones



BELLA **DARVI** as Denise



VICTOR **FRANCEN** as Prof. Montel



DAVID **WAYNE** as Dugboat Walker

Produced by RAYMOND A. KLUNE
Directed by SAMUEL FULLER



World Premiere Presentatio



...enna to the China Coast... THROUGH THE ATOMIC ARCTIC!

...OX presents

...ScoPE ...and ...Water"

TECHNICOLOR-DELUXE

Here, on CinemaScope's scientifically created screen, in the wonder of 4-track, magnetic Stereophonic Sound is action unparalleled, emotion unrivalled, as CinemaScope rides the crest of staggering realism from depth charges to the collision of submerged submarines.



CAMERON **MITCHELL**
as "Ski" Brodski



GENE **EVANS**
as Chief Holter



RICHARD **LOO**
as Fujimori



HENRY **KULKY**
as Gunner McCrossin

Screen play by JESSE L. LASKY, Jr.
and SAMUEL FULLER

Based on a story by
DAVID HEMPSTEAD

Roxy Theatre, New York • February 2nd

AFM Talks

(Continued from page 1)

AFM president, and the union's executive board will start on Monday.

Representing the industry, apart from Schenck, will be: Barney Balaban and Y. Frank Freeman of Paramount; Sam Schneider and possibly Major Albert Warner of Warner Bros., Abe Schneider and possibly Jack Cohn of Columbia; John J. O'Connor, Universal vice-president, and Maurice Weiner, studio manager, and Joseph Gershenson, head of the 'U' studio music department; Theodore Black of Republic and others.

Wage scales and re-tracking charges are on the agenda for discussion. The last contract with the A. F. of M. expired last Monday but Petrillo agreed to a 30-day extension.

'Dimes' Drive

(Continued from page 1)

for Infantile Paralysis, of their support.

To call attention to the trailer, a special half-hour radio program, "The Silver Lining," will be carried Coast-to-Coast by NBC on Tuesday from 10:30 to 11:00 P.M. (EST), starring Keel and Kathryn Grayson. Keel will sing songs from recent and current March of Dimes motion picture trailers and along with Miss Grayson will sing hits from M-G-M's "Kiss Me Kate." The film trailers are slated to be exhibited through Jan. 30.

Says Court

(Continued from page 1)

public for support and is very sensitive to public reaction. It is in this connection that such alert and responsible organizations as the Legion of Decency serve not only the public interests, but in the long run serve the best interests of the motion picture industry as well. Since the states and cities are impotent, the people will be compelled to assert their views through such organizations as the Legion of Decency."

Republic Stockholder Denied Look at Books

A motion by Rose Steinberg, a Republic Pictures stockholder, to inspect Republic's books for the last six years was denied here yesterday by Supreme Court Justice Henry Greenberg.

The plaintiff claimed that she was seeking details of expenses credited to selling, administrative and general expense amounting to $6,000,000 and for advertising-publicity expense amounting to $1,000,000, both for the 1952 fiscal year. The details, she contended, were not in the annual statement. The court, in denying her motion, ruled that the plaintiff was on a "fishing expedition," hoping to discover some wrong-doing by the management.

Technicolor Plant Head, Consultant Set

HOLLYWOOD, Jan. 21.—A. E. Carlson has been named special consultant to the officers of Technicolor Motion Picture Corp., and L. B. Prentice has been designated as plant manager. The appointments were announced here today by Dr. Herbert T. Kalmus, Technicolor president.

President Silent on Tax

(Continued from page 1)

surprise, since in his veto message on the Mason admission tax repeal bill last August, Eisenhower had promised to support some admission tax reduction this year.

"I do not believe that the budgetary situation justifies any tax reductions beyond those involved in the proposed (technical) tax revision and in the changes which occurred on Jan. 1," the President declared. This seemed flatly to ban any reduction in the ticket tax.

Later, however, repeating an earlier request that Congress cancel corporate tax cuts and excise cuts on liquor, gas, tobacco and autos scheduled for April 1, the President said he also recommended "that any adjustments in the other excise taxes be such as to maintain the total yield which we are now receiving from this source."

That seemed to leave the way open for the Administration to go along with, or even recommend, admission tax relief, if Congress made up the revenue loss by voting higher excises on other items.

Quick Action Unlikely

Treasury Secretary Humphrey told a press conference that the Treasury is still studying the entire excise question and would make appropriate recommendations to the House Ways and Means Committee when the study is completed. He said he assumed this would be sometime this session, but the implication was that it would not be very soon.

Several reporters pointed out that President Eisenhower had promised last year to ask for admission tax reduction this year, and wanted to know whether this was still the Administration policy. Humphrey irritably refused to answer these questions, declaring that he had said all he was going to say on the subject of excises.

Of course, Congress does not necessarily have to go along with the Administration's recommendations, and is still considered likely to vote some admission tax relief, even if the money cannot be made up. But the message's strong stand in favor of maintaining present revenue levels again raises the question of what the President would do about approving or vetoing a bill that would result in a substantial loss in excise revenue.

The budget message also indicated that the Treasury's revenue experts do not expect any major drop in admission tax collections, assuming the rate stays the same. The budget predicted general admissions tax collections of $300,000,000 in the fiscal year starting July 1, 1954, compared with an estimated $305,000,000 in the current year and collections of $312,830,598 in the year ending last June 30.

Tax-Paying Speed Sought

The President's tax recommendations today contained one other surprise: a proposal that corporations be required to speed up payment of their income taxes. Starting next year, corporations will be paying their taxes on one year's income in two equal installments on March 15 and June 15 of the following year. The President suggested that this be changed so that firms would pay part of their taxes on one year's income in September of that year, part in December, part in March of the following year and the rest in June of the following year. The companies would have to make estimates of income for each year, similar to that now made by individuals.

This proposal is certain to run into heavy Congressional opposition, and seems to stand little chance of adoption.

The rest of the President's tax message pledged Administration support of the technical revision bill and outlined various specific provisions that the Administration is supporting in this measure. These provisions included:

¶ More liberal depreciation policies for exhibitors and other firms installing new equipment.

¶ A start toward ending double taxation of corporate dividends.

¶ Simplification of present rules on taxing partnerships and corporate reorganizations.

¶ Extension of loss carryback rights from one year to two years.

¶ Easier treatment on business income from foreign sources.

One recommendation for easier treatment of overseas income would be of especial interest to film companies with heavy foreign earnings. The President urged that business income for foreign subsidiaries or from segregated foreign branches which operate and elect to be taxed as subsidiaries should be taxed at a rate 14 percentage points lower than the regular corporate rate. The President also recommended that the present definition of foreign taxes which may be credited against U. S. income tax should be broadened and that the overall limitation on foreign tax credits should be removed.

The budget message revealed that the Administration will seek to get universal coverage for the Federal unemployment compensation system. At present, the program does not include employes of firms with fewer than eight persons.

'Lean Years Tax Committee' Named by MPIC as Liaison

HOLLYWOOD, Jan. 21.—The Motion Picture Industry Council last night named a "lean years tax committee" headed by its retiring president, Arthur Freed, to lend support and cooperation to non-industry groups, such as the American Bar Association, interested in furthering consideration of tax procedures which would eliminate inequities borne by individuals whose occupation is such that they receive extraordinarily large incomes for comparatively short periods of time. Talent guild heads and union executives comprise the committee.

Will Appeal 'Moon' Jersey City Fine

An appeal against the Jersey City decision on "The Moon Is Blue" of Magistrate George W. King will be filed by the Stanley Warner Theatre there and United Artists, distributor of the film, it was stated here yesterday. The theatre was fined $100 for showing the film. The case will be appealed to the County Court of Hudson County.

Dairy Show

(Continued from page 1)

touches of a top performance. It should win other business adherents to the medium.

Extensive Hookup Used

The network of theatres taking the telecast, which ran from about 10:00 A.M. to 12:30 P.M., stretched from New York to Chicago and South to Jacksonville, Fla. The format of the telecast was built around Jack Sterling, the TV star who does the Sealtest "Big Top" show. Integrated in the theatre telecast were other "Big Top" performers, commercials for the product, and sales messages rendered by top National Dairy executives, including E. E. Stewart, president. The production supervisor for the show, titled "Follow Through," was Richard Romney.

The telecast went to the following theatres: Guild, New York, Grand, Albany, N. Y.; Loew's State, Boston; Center, Buffalo; Stanley, Philadelphia; Loew's Capitol, Washington; The Caroline, Charlotte, N. C.; The Florida, Jacksonville; Paramount, Atlanta; Loew's State, St. Louis; Allen, Cleveland; Stanley, Pittsburgh; Uptown, Chicago, and Palm State, Detroit. In addition, the show was seen on the large screen installed in the Hotel Syracuse, Syracuse, N. Y.

Dodge Motors Tonight

Tonight, from 6:00 to 7:00 (EST), the Dodge Motors theatre telecast, also booked by TNT, will be viewed in 15 theatres, in addition to hotels and TV stations, which will augment the network to 30 cities from coast-to-coast. Participating theatres, which includes Fabian's Fox in New York, will close their doors from about 4:30 to 7:30 (EST) so that Dodge dealers and salesmen can join a national meeting on the company's advertising and merchandising program for 1954. This is the first commercial theatre TV program scheduled for an ordinarily profitable box office hour. Other such programs have been held in morning off-hours. M.H.

Film Board of Trade Installs New Officers

New officers of the New York Film Board of Trade were installed here Wednesday. Elected to the new posts are: president, Louis Allerhand, of Loew's; 1st vice-president, Fred Meyers, of United Artists; 2nd vice-president, Robert Fannon, of Republic; treasurer, Saul Trauner, of Columbia; secretary, Henry Randel, of Paramount, and sergeant-at-arms, Abe Dickstein, of 20th Century-Fox.

Following installation, the wives of the new officers were dined at Sardi's, after which the group attended a performance of "The Almanac" at the Imperial Theatre.

German Heads Group For Brotherhood

William J. German, president of William J. German, Inc., has accepted the chairmanship of the supplies and services committee for the industry's 1954 Brotherhood Week campaign. Emanuel Frisch is chairman of the film industry's drive.

Brotherhood Week, to be observed from Feb. 21 to 28, is sponsored by the National Conference of Christians and Jews.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 16 NEW YORK, U. S. A., MONDAY, JANUARY 25, 1954 TEN CENTS

B.O. Impetus

$71,000,000 Seen for 1st 6 'Scope Films

Estimate Domestic Gross On Basis of Totals Now

The six CinemaScope productions currently in release are expected to rack up a total gross of $71,000,000 domestically before the completion of their runs, it is estimated by industry sources.

The estimate was made on the basis of business already chalked up by the six releases, four of which are 20th Century-Fox productions. "The Robe," the initial picture in the medium which bowed only about four months ago on Sept. 16, already has registered a resounding $20,000,000 in about 510 play-dates throughout the country, according to 20th-Fox. The other releases whose grosses are included in the estimate are 20th-Fox's "How to Marry a Millionaire," "Twelve Mile

(*Continued on page 3*)

M-G-M to Release 15 in Seven Months

M-G-M will release 15 pictures for the seven months starting on Feb. 5 and ending on Aug. 27, the close of the company's 1954 fiscal year. The schedule does not include "Julius Caesar," which is being given special handling.

There will be 14 in color which will be released at the rate of two a month with the exception of April, which will have three releases.

"Saadia" heads the list of February

(*Continued on page 3*)

RCA Stereo Sound Set Orders Grow

CAMDEN, N. J., Jan. 24.—One hundred additional installations of RCA stereoscope sound systems are scheduled, it was disclosed here by A. J. Platt, manager of RCA theatre equipment sales.

The additional 100, it was added, maintains the already high installation rate established by the RCA Service Co. The theatres slated to install stereo sound are located in virtually every state of the union, it was disclosed.

Rule 1 Man in Booth With Safety Film

BOSTON, Jan. 24.—In what could be a precedental decision for other sections of the country, the Massachusetts supreme judical court late last week ruled that motion picture theatres using safety film need no longer have two operators on duty in the projection booth during a show.

The decision was made in a suit brought by more than 200 Massachusetts theatre owners against the Commissioner of Public Safety, Otis M. Whitney.

The theatre owners charged that the provisions of the law concerning the employment of two operators

(*Continued on page 3*)

Depreciation Tax Would Aid Theatres

WASHINGTON, Jan. 24.—Theatres installing new equipment or doing substantial remodeling would benefit greatly under a new depreciation formula approved by the House Ways and Means Committee Friday.

So, too, of course, would any other industry firms installing any new equipment or buying any new property or buildings.

The change would permit businessmen to write off more of the cost of

(*Continued on page 3*)

New Drive-in Screen Allows Showings in Late Afternoons

BOSTON, Jan. 24.—The new "Twi-Nite" drive-in theatre screen which is capable of reflecting clear pictures in daylight, or at least in the late afternoon, was demonstrated at the Natick, Mass., Drive-in Theatre last week with highly satisfactory results, according to those who were present.

The new screen was developed by the Open-Air Development Corp. of which Phil Smith is president. At the demonstration, a portion of the Twi-Nite screen was held by two cranes alongside the regular drive-in screen. Pictures, in both black-and-white and color, were projected so that part of the frame appeared on the old screen and part on the new. Observers said that the difference was "remarkable." On the new screen the

(*Continued on page 3*)

Branson Temporary RKO Foreign Head

Walter E. Branson, RKO assistant general sales manager, has temporarily assumed the duties formerly held by Alfred W. Crown, who resigned last week as RKO foreign manager, it was announced by J. R. Grainger, president of RKO, in Hollywood on Friday.

A permanent appointment to the post will be made in the near future, Grainger said.

Allied Opposes

D of J Backs Discretionary Trust Damages

But Asks Treble for 'Willful' Violations

By J. A. OTTEN

WASHINGTON, Jan. 24.—The Justice Department favors giving Federal judges the right to award less than treble damages in certain private anti-trust suits but wants to retain mandatory treble damages where the anti-trust violation was "willful."

The Department's stand was outlined in a letter from Deputy Attorney General William P. Rogers to the House Judiciary Committee. A judiciary subcommittee last week bucked to the full committee the question of what to do about a pending bill to give Federal judges discretion in all cases to award up to treble damages. At present, treble damages is mandatory whenever a defendant in a private anti-trust suit is found guilty.

Rogers' letter was actually written

(*Continued on page 3*)

State Censors Seek Support of Public

An open bid for public support of state censorship was made here at the weekend by the conference of state censors, which concluded its two-day meeting, sponsored by Dr. Hugh Flick, director of the New York Education Department of the Motion Picture Division.

The conference, following its final session Friday morning, issued a state-

(*Continued on page 2*)

To Name Committee

Slate Skouras-Reade Meet On Sound Test This Week

Preliminary meetings to form an all-industry committee to conduct the stereophonic and non-stereophonic CinemaScope sound tests will get underway here this week, with initial conferences slated between Spyros P. Skouras, president of 20th Century-Fox, and Walter Reade, president of Theatre Owners of America and head of the circuit bearing his name.

The composition of the committee also may include "representatives of the public," it was learned, which could bring the total number of members to be named up to 35, it was added. In addition to 20th-Fox and TOA, the other segments of the industry which will be represented include other CinemaScope producing companies and equipment manufacturing companies.

The function of the committee will

(*Continued on page 3*)

RKO Is Distributing 1st USIA Film Here

WASHINGTON, Jan. 24.—RKO Radio has begun distribution of the first United States Information Agency motion picture to be shown in this country.

The two-reel picture, "Magic Streetcar," was produced in Germany by the agency's Motion Picture Service. According to A. W. Smith, director of the service, it shows a detailed comparison between life in East Ger-

(*Continued on page 3*)

Skouras to Meet U.K. Showmen on C'Scope

LONDON, Jan. 24.—The Cinematograph Exhibitors Association here announced that it has received an acceptance from Spyros P. Skouras, president of 20th Century-Fox, to its invitation to address British exhibitors Feb. 10 on his company's CinemaScope policy.

The address is expected to center on exhibitor opposition to the requirement of stereophonic sound for CinemaScope presentations.

Personal Mention

E. L. WALTON, executive assistant to J. R. GRAINGER, president of RKO Radio, and CHARLES BOASBERG, general sales manager, have returned to New York from Hollywood.

•

ROY DISNEY, president of Walt Disney Productions, and CARD WALKER, director of studio publicity, returned to Hollywood from New York at the weekend.

•

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, and MARTIN DAVIS, his assistant, returned here at the weekend from Washington and Chicago.

•

JERRY PICKMAN, Paramount Pictures advertising-publicity vice-president, left here on Saturday by plane for Hollywood.

•

J. MILLER WALKER, RKO Radio general counsel and secretary, is recuperating at his home here from an attack of pneumonia.

•

OTTO PAOLONI, head of Pathe Laboratories' daily division in New York, will return here today from Hollywood.

•

C. J. LATTA, managing director of Associated British Picture Corp., left here Saturday aboard the "Queen Mary" for London.

•

JOSEPH MCCONVILLE, president of Columbia Pictures International Corp., left here for Europe Saturday on the "Queen Mary."

•

MERVYN LE ROY, Warner Brothers producer, will arrive in New York today from the Coast.

•

WALTER WANGER, Allied Artists producer, and his wife, JOAN BENNETT, left here Friday for the Coast.

•

P. T. DANA, Universal's Eastern sales manager, has returned here from Scranton and Gloversville.

Silent on Purchase of RKO-Pathe Studios

CHICAGO, Jan. 24.—Gerald Loebl of the architectural firm of Loebl, Schlossman and Bennett, on Friday refused to comment on a current rumor that he and two other Chicagoans are negotiating for the purchase of the RKO-Pathe studios in Hollywood, offering $2,000,000 for the property.

Skouras Will Advise On Diplomats' Visit

In preparation for the arrival in America this week of the President of Turkey and his wife, Spyros P. Skouras, president of 20th Century-Fox, who will be among the visitors' hosts, this afternoon will hold an informal briefing for the press at the company's offices.

State Censors

(Continued from page 1)

ment, defining the points of agreement reached by the representatives of the six states which impose pre-regulation of motion pictures. The fourth point dealt with the public and read as follows: "Since the recent decisions of the United States Supreme Court have made the public increasingly conscious of the problems of pre-regulation of motion pictures, we welcome the interest and support of all those who concur in our objectives."

Three Points of Agreement

The previous three points agreed to by the conference, already touched upon by Dr. Flick following the opening meeting, read as follows:

¶ We are agreed that the United States Supreme Court has upheld the constitutional rights of the States to exercise pre-regulation of motion pictures.

¶ We do feel that our basic fundemental purpose is in no way weakened by the recent decisions of the United States Supreme Court.

¶ We affirm our determination to continue to bar objectionable films in terms of our respective State laws.

The keynote of the conference was struck by Dr. Flick when he said, in response to a question, that he and other state censors were of the opinion that the "Miracle," "La Ronde" and "M" decisions "substantiated" the constitutionality of state censorship, holding that the Supreme Court in its recent decisions did not preclude pre-regulation of motion pictures. However, he acknowledged that "The Miracle" decision ruled out the banning of a picture on "sacreligous" grounds and that various state statutes on "immorality" and "tending to incite to crime" would have to be tightened in the wake of the "La Ronde" and "M" decisions.

Silent Regarding 'Categories'

In the statement of agreement no mention was made of Dr. Flick's stated proposal to classify films in New York as to audience categories. The suggested system, which would put four different types of tags on films ranging from "for the whole family" to "for adults only" and "to be shown under very restricted conditions," is expected to be proposed by Dr. Flick to the N. Y. Board of Regents. It is understood, however, that the 'category' system is not expected to be presented in the immediate future.

Elizabeth, N. J., Bans 'Indecent' Pictures

ELIZABETH, N. J., Jan. 24.—Advocated by several Catholic organizations, an ordinance has been passed here by the City Council banning "indecent" motion pictures, literature and other material from the city.

Penalty for violation was set at a maximum fine of $200 or 90 days in jail, or both. The Catholic groups had protested the showing of "The Moon Is Blue."

'Robe' Outlying Run Near $300,000 in Chi.

CHICAGO, Jan. 24.—"The Robe" playing its first outlying run here and grossing a total of close to $300,000 in seven days at 28 neighborhood and suburban theatres, is being held over in 11 theatres for a second week and will open in at least 14 more theatres for the "B" week run starting next Friday.

The film's rental of $150,000 for the past week, based on the minimum terms for the picture, plus the $535,000 collected from B & K for the first Chicago showing at the State Lake gives 20th Century-Fox a total of close to $700,000 as their "take" in and around Chicago to date.

New Tape-Recording Shown by B.C.E.

HOLLYWOOD, Jan. 24. — Magnetic tape recording on 16mm. film by a laminating process developed by the Minnesota Mining and Manufacturing Co. was demonstrated Friday to the press and television representatives by Bing Crosby Enterprises, Inc., which has taken over control of the process, for the television industry, on the West Coast. The demonstration included comparison of television-speaker results obtained with an optically-printed soundtrack and with the magnetic tape system. The latter, in application, requires that the existing 16mm. projectors in television stations be equipped with an added device put on the market by RCA at $97 each.

BCE, which will offer the process to the trade in the fall, says it will give television film producers better sound at no increase in cost. M & M is offering the process to the motion picture industry for use on 35mm., by direct approach, independently of BCE.

UA 'Welcome Home' Party for Kramer

United Artists executives tendered a "welcome home" party Friday afternoon for Stanley Kramer, who is returning to UA as a producer. Executive personnel, press representatives and others attended the affair which was held at the 21 Club.

Kramer is here from the Coast for conferences on plans for "Not As a Stranger," which will be his initial picture for UA release.

AA's Goldstein Heads Brotherhood Group

Maury Goldstein, vice-president and general sales manager of Allied Artists, has accepted the chairmanship of the distributors committee for the motion picture industry's 1954 campaign for Brotherhood Week—Feb. 21 to 28—sponsored by the National Conference of Christians and Jews.

Ia.-Neb. Meet Set

OMAHA, Jan. 24. — The annual convention of Allied Theatre Owners of Iowa, Nebraska and Mid-Central has been set for May 4-5 at the Fontanelle Hotel here.

Independents Must Produce Abroad to Survive, Owen Says

Independent producers, in order to survive, must produce away from Hollywood, preferably in England, in the opinion of Tony Owen, who recently completed "Duel in the Jungle" for Warner Brothers release. Under present conditions, Owen said, independents cannot afford the "financial pushing around" they get in this country.

Cost About $1,000,000

Owen made "Duel in the Jungle" in South Africa, Northern Rhodesia and England at a cost of approximately $1,000,000, a figure which he estimated to be about one-half what it would cost to produce on the Coast. He praised the cooperation that he received from British unions and the British industry in general. All elements, he said, "tried to make us happy and went beyond the call of duty to achieve it."

Moulin Productions supplied the American finances for "Duel in the Jungle," with the balance coming from British sources. Associated British Pictures will distribute the film in the United Kingdom, with Warners handling it for the rest of the world.

Will Make 3 This Year

Owen's 1954 schedule calls for three pictures to be made in England and Germany in association with ABP and two with Nat Cohen's Anglo-Amalgamated Films. The latter are in the moderate budget category or approximately $200,000. The first in this group will be "One For the Money," starring Phyllis Kirk. The first of the three in the higher budget group will be a picture dealing with the Counter-Intelligence Corps in Germany since the end of World War II. This, and possibly the other two in the trio of films, will be made in the so-called "Lazy 8" process developed by Paramount whereby with a single lens a picture can be made for widescreen or conventional projection.

Mrs. Enid Haupt Is 'Seventeen' Publisher

Mrs. Enid A. Haupt, formerly administrative assistant to Walter H. Annenberg, president of Triangle Publications, has been promoted by Annenberg to the post of publisher of the magazine "Seventeen." Mrs. Haupt will succeed Mrs. Alice Thompson, who has been publisher and editor since May, 1950.

Additionally, Howard Bergman, sales promotion manager of the magazine, has been named general manager, while Mrs. Irene Kemp, formerly executive editor, has been promoted to the post of editor.

William Esty Dead

William Cole Esty, 59, chairman of the board of the William Esty Co., advertising agency, died Thursday at his home in New Canaan, Conn. During World War I he was Western manager of "Motion Picture News" in Chicago.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Depreciation

(Continued from page 1)

the new items in the early years. Under the change, they could write off approximately two-thirds of the cost during the first half of the asset's life, compared with only half the cost under present law.

At present, taxpayers must use the so-called straight-line method, under which they write off each year the cost of an item divided by its expected useful life. The method approved by the committee is the so-called declining balance method. It would permit taxpayers to write off each year twice the percentage available under the straight-line method, but apply this percentage each year to the unamortized balance, rather than to the original cost.

Other Methods Permitted

The committee said taxpayers could use any other method they wanted so long as the deduction did not exceed that available under the declining-balance method.

Another committee decision would permit taxpayers to carry back for two years, instead of the present one year, any net operating losses. These losses are carried back to get refunds on taxes paid in previous more profitable years. This, too, could be of major help to theatre owners undergoing temporary reverses. The five-year carryforward of present law would remain unchanged.

RKO Distributing

(Continued from page 1)

many and life in West Germany, with the details pegged on a love story.

USIA officials explained that they are showing the picture here because they feel that from time to time the agency should acquaint American citizens with its overseas information program. The Motion Picture Service expects to distribute more of its films in this country, although not frequently.



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Department of Justice

(Continued from page 1)

last summer, when the subcommittee began consideration of the question, but was made public only now, following the subcommittee action. Also made public for the first time were a statement from the Motion Picture Association supporting the idea of discretionary damages in all cases and a statement from Allied States Association opposing the proposal.

The Justice Department, Rogers wrote, recognizes that an unintentional violation of the anti-trust laws should not expose a defendant to mandatory treble damages, and that in such cases there should be discretion in the courts. However, he continued, the Department believes treble damages should remain mandatory in cases of willful violation. If such a provision were added to the pending bill, he said, the Department would support the measure.

Myers Critical

Allied States general counsel Abram F. Myers said the original bill would "destroy a basic principle of the anti-trust laws."

Moreover, he said, the bill lays down no definite standards for courts to follow in deciding whether damages should be actual, double or treble. He predicted this would lead to "an unseemly scramble by plaintiffs to bring their cases in the circuits where the judges have been vigorous in enforcing the law and by the defendants to have the cases removed to the circuits where the judges have been lenient in enforcing those laws."

Myers suggested that if the committee wanted to permit discretionary damages in some cases, it still require treble damages where a defendant "knowingly and willingly" violated the law, or where the defendant acted "with the deliberate purpose to injure the plaintiff or in willful disregard of the probable consequences to him." This last wording, Myers said, was developed in the industry arbitration negotiations.

The Motion Picture Association statement emphasized that the anti-trust laws are so vague and indefinite that companies frequently violate the law without premeditation or design. The treble damage provision, MPAA argued, has given many theatre owners and other anti-trust plantiffs a completely unjustified windfall. It said the provision has led in the motion picture industry to various abuses—"the astronomical amount of total claims, enforced settlement of dubious claims because of the risk of trebling, unprofessional practices associated with mass litigation."

Sees Suit-Filing 'Invited'

The present state of the law actually invites the filing of large numbers of suits, usually after the government has obtained decrees, for the purpose of obtaining by litigation or by settlements vast sums of money through the automatic trebling of damages, regardless of the circumstances and looking chiefly to the past and not the future," MPAA argued.

The Association opposed including the "willful" provision in the bill on the ground that this would require a jury determination, and that judges are better qualified to determine this proposition.

Drive-in Screen

(Continued from page 1)

picture was visible clearly from every angle.

The demonstration started at 4:30 P.M. when there was still daylight. Observers said that the definition on the panel strip was clear, while nothing could be seen on the regular screen. This continued for 45 minutes. When darkness came, the contrast in brightness between the two screens was said to have been equally "amazing."

Drive-in operators who attended the demonstration regarded the new screen as a development which would permit them to start their shows at least two hours earlier than heretofore in the summer months. It was stated that the screen is the first major technical development since the introduction of the in-car speaker.

M-G-M Releases

(Continued from page 1)

releases and will be followed by "The Long, Long Trailer." For March there will be "Tennessee Champ" and "Rose Marie." April, "Gypsy Colt," "Rhapsody" and "Executive Suite."

May, "Flame and the Flesh" and "The Student Prince." June, "Panther Squadron 8" and "A Bride for Seven Brothers." July, "Valley of the Kings" and "Betrayed," and August, "Her Twelve Men" and "Brigadoon."

Four of the 15 pictures scheduled are being produced in CinemaScope and color, namely "Rose Marie," "Student Prince," "A Bride for Seven Brothers" and "Brigadoon."

Sound Test Meet

(Continued from page 1)

be to select regional sites where the experiment with the so-called "mixer" non-stereophonic sound equipment and competitive situations where the sterco sound equipment will be utilized. The tests will be conducted in situations in the East, Midwest, South and Far West and the target date for conducting the experiment is within the next 30 days. In addition to selecting the sites, there must be agreement on the print to be used, the advertising to be utilized for the stereophonic and non-stercophonic versions and other related problems. Following the preliminary conferences between Skouras, Reade and their respective top aides, which will name the committee, the entire group will convene in New York to set up the experiments and meet subsequently to arrive at a conclusion on the stereo sound issue.

Picker Off to Cuba; Plans to Tour Globe

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, left here by plane yesterday for Havana on the first section of a series of tours that will take him to all UA overseas offices in 1954 in connection with the company's year-long celebration of its 35th anniversary.

Picker's call in Cuba will be followed by visits to South America, where he will outline the UA product lineup for 1954 and will give added impetus to the international sales drive now honoring Arthur B. Krim.

'Scope Films

(Continued from page 1)

Reef," "King of the Khyber Rifles," Metro-Goldwyn-Mayer's "Knights of the Round Table" and Warner Brothers' "The Command."

It was forecast that "How to Marry a Millionaire," which was said to have grossed about $5,000,000 in 183 dates, is due to hit $10,000,000 before it completes its domestic engagement. A total domestic gross of $15,000,000 was predicted for "Twelve Mile Reef" and "King of the Khyber Rifles."

Expect $30,000,000 for 'Robe'

With $30,000,000 estimated for the domestic gross of "The Robe," the four 20th-Fox CinemaScope productions currently in release are expected to gross a total of $55,000,000. The four 20th-Fox productions, two of which premiered only last month, have already hit a gross of $27,800,000, according to 20th-Fox executives.

A similar record of success was reported by M-G-M with "Knights of the Round Table," which according to a recent company report grossed approximately $1,000,000 in its first 21 engagements. A conservative estimate of $10,000,000 was seen for "Knights of the Round Table" domestically. The most recent CinemaScope entry, Warner Brothers' "The Command," was expected to do a fine $6,000,000 in the U.S.

$600,000 for 'Marry' On B'way Alone

A record of over $600,000 has been chalked up on the Broadway run of "How to Marry a Millionaire" on the eve of the past weekend, with the CinemaScope production slated to enter its 12th week at the Globe Theatre tomorrow. The picture initially played a simultaneous seven-week run at Loew's State.

Rule 1 Man

(Continued from page 1)

was "arbitrary and oppressive." Urging the retention of two operators was the IATSE. Judge Harold P. Williams wrote the decision, which ends the suit brought by the owners and voids the regulation requiring two projectionists in every booth in the Commonwealth.

Attorneys for the theatre owners were Richard Wait of Coate, Hall & Stuart and Claude Cross of Withington, Cross, Park & McCann.

Action Instituted in 1950

In September, 1950, the circuit and independent theatre owners brought the suit in Suffolk Superior Court. In June, 1952, the case was heard before Master Arthur Brown who found that the second man required by the commissioner's regulation added nothing to safety in a booth. These facts were later referred to Superior Court Judge Donahue who, in April, 1953, stated "I find as a matter of fact that not more than one man is needed in a booth and the presence of two men would be what is called in labor circles as 'feather-bedding.'" His decision was appealed by the commissioner to the Massachusetts Supreme Judical Court.

The case was instituted by Nathan Yamins, W. Leslie Bendslev and Irving A. Isaacs, all members of Independent Exhibitors, Inc. of New England.



GREATEST SATURATION BOOKING IN SOUTHWEST HISTORY WILL LAUNCH ALLIED ARTISTS' "RIOT" FEB. 25th!

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HALL THEATRES CIRCUIT

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GALVESTON	STATE
HOUSTON	MAJESTIC
EL PASO	PLAZA
LAREDO	PLAZA
LUBBOCK	CLIFTON
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LOCKHART	BAKER
MEXIA	MEXIA
WEATHERFORD	PALACE
LA MESA	PALACE
BRADY	BRADY
SNYDER	PALACE
PITTSBURG	STATE
UVALDE	EL LASSO
BELTON	BELTONIAN
ALBANY	AZTEC
BRACKETTVILLE	PALACE
BURKBURNETT	PALACE
MULESHOE	PALACE
IDABEL	STATE
ATHENS	TEXAS
DURANT	PLAZA
LUFKIN	PINES
CAMERON	CAMERON
McKINNEY	RITZ
COLORADO CITY	PALACE
CRANE	CRANE
DECATUR	PLAZA
FT. STOCKTON	PECOS
GONZALES	LYNN
HASKELL	TEXAS
HEREFORD	STAR
LAMPASSAS	LEROY
MARFA	PALACE
TOWERPOST	PALACE
QUANAH	PALACE
SANDERSON	PRINCESS
SAN SABA	PALACE
SLATON	PALACE
SPUR	PALACE
BRENHAM	SIMON
GLADEWATER	GREGG
SAN ANTONIO	MAJESTIC
WACO	WACO
AMARILLO	PARAMOUNT
WICHITA FALLS	STATE
BEAUMONT	JEFFERSON
CORPUS CHRISTI	RITZ
CORSICANA	PALACE
LONGVIEW	ARLYNE
TEXAS CITY	SHOWBOAT
MUSKOGEE	RITZ
McALESTER	OKLA
TERRELL	IRIS
WAXAHACHIE	TEXAS
PALESTINE	TEXAS
MIDLAND	RITZ
BAY CITY	TEXAS
KINGSVILLE	RIALTO
COMMERCE	PALACE
KERRVILLE	RIALTO
ROBSTOWN	GULF
LA PORTE	PORT
CROCKETT	RITZ
ROTAN	LANCE
MT. PLEASANT	MARTIN
RUSK	CHEROKEE
SULPHUR SPRINGS	MISSION
EL CAMPO	FLOYDS
WHARTON	PLAZA
CONROE	CREIGHTON
HENDERSON	PALACE
DAINGERFIELD	MORRIS
BEEVILLE	RIALTO
SEGUIN	PALACE
SINTON	RIALTO
ANGLETON	ANGLETON
BOLING	ROXY
EDNA	EDNA
HEBRONVILLE	CASINO
PALACIOS	CAPITOL
ROCKPORT	SURF
ATLANTA	STATE
DE KALB	STATE
HONEYGROVE	GROVE
WINNSBORO	STATE
CARTHAGE	ESQUIRE
SPRINGHILL	SPRING
FT. WORTH	WORTH
AUSTIN	PARAMOUNT
ABILENE	PARAMOUNT
PT. ARTHUR	STRAND
SAN ANGELO	TEXAS
TYLER	TYLER
MARSHALL	PARAMOUNT
PARIS	GRAND
McALLEN	PALACE
BROWNWOOD	BOWIE
HARLINGEN	ARCADIA
VERNON	PLAZA
SHERMAN	TEXAS
DEL RIO	GAY 90
NACOGDOCHES	MAIN
GREENVILLE	TEXAN
JACKSONVILLE	PALACE
KILGORE	CRIM
RAYMONDVILLE	TEXAS
MISSION	BORDER
ORANGE	STRAND
PREMONT	RIG
FREEPORT	SHOWBOAT
ALVIN	ALVIN
SILSBEE	PINES
KILLEEN	CENTER
TAYLOR	HOWARD
MINERAL WELLS	GRAND
YOAKUM	GRAND
BIG SPRING	RITZ
KENEDY	RIALTO
FALFURRIAS	PIONEER
ANAHUAC	RIG
THREE RIVERS	RIALTO
PT. LAVACA	PT. LAVACA

NEW MEXICO

GALLUP	EL MORRO
CARLSBAD	CAVERN
ALAMOGORDO	WHITE SANDS
LOS ALAMOS	CENTER
DEMING	EL RANCHO
JAL	REX
LOVINGTON	LEA
MOUNTAINAIR	PINTO
PORTALES	TOWER
BELEN	ONATE

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TEXAS!

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Walter Wanger's

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DON SIEGEL

WRITTEN BY
RICHARD COLLINS · HERSCHEL GILBERT

MUSIC BY
HERSCHEL GILBERT



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Keep YOUR Eyes Open For RIOT In Your Area!



The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents **Judy Holliday** in **"It Should Happen To You"** co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 17 NEW YORK, U. S. A., TUESDAY, JANUARY 26, 1954 TEN CENTS

Ohio Protests

SupremeCourt Censor Ruling Draws 'Fire'

Religious Leaders Say Action is a Challenge

COLUMBUS, O., Jan. 25.—The U. S. Supreme Court's reversal of lower courts' decisions upholding state censorship is regarded by religious leaders here as an encroachment on states rights and may lead to a program under which the public would be urged to support only proper films.

Meanwhile, Loew's Broad Theatre here will open with "M" on Thursday on an "adults only" policy. The picture previously had been banned by the Ohio censors.

Asserting that the Supreme Court action was a challenge to leaders of all faiths, several of the religious leaders said they would support a program designed to discourage attendance at improper pictures.

Dr. William Young, executive secretary of the higher education board

(*Continued on page* 6)

Plan Big Remodeling Of Astor, Victoria Site Along Broadway

A huge facade will be erected over the two buildings housing the Astor and Victoria theatres in the Times Square area here, marking the most extensive recent renovation in the Broadway area, Robert Dowling, president of the City Investing Co., owners of the property, disclosed here yesterday.

The remodeling job, estimated to cost approximately $1,000,000 will entail the renovation of both the Astor and Victoria lobbies. In addition, the

(*Continued on page* 4)

'Spirit of St. Louis' To Hayward, Wilder

Leland Hayward, in association with Billy Wilder, has completed negotiations which give them motion picture rights to "The Spirit of St. Louis," Charles Lindbergh's story of his flight across the Atlantic.

Hayward will put the property into production as soon as possible. Wilder will write the script and direct.

COMPO Leaders to Seek Treasury's Stand on Tax Today

WASHINGTON, Jan. 25.—A large industry delegation will call on Treasury Secretary Humphrey tomorrow in an attempt to learn definitely what the administration will recommend to Congress regarding reduction of the Federal admissions tax.

The delegation will be led by Col. H. A. Cole and Pat McGee, co-chairmen of the tax committee of the Council of Motion Picture Organizations. Accompanying them will be Robert Coyne, Sam Pinanski, Al Lichtman, Wilbur Snaper, Walter Reade, Jr., Alfred Starr and Abram F. Myers.

President Eisenhower's tax message last week left up in the air the question of the Administration's attitude

(*Continued on page* 4)

1,500 Expected At Industry Communion

Over 1,500 Catholics in the industry will attend the fourth annual film Communion breakfast next Sunday at the Waldorf-Astoria Hotel following 9:00 o'clock Mass at St. Patrick's Cathedral.

Principal speaker at the breakfast will be the Most Reverend James H. Griffiths, S.T.D., Auxiliary Bishop to the Military Vicar of the Armed Forces.

Guests of honor will include Pat O'Brien, Peter Lind Hayes, Mary Healy, Jane Wyatt, Don Ameche, Jessica Dragonette, Ann Crowley, Anita Colby, Una O'Connor, Dennis Day, Bob Considine, Kate Cameron, and

(*Continued on page* 4)

Johnston in Miami For Talks on Code

MIAMI, Jan. 25.—Eric Johnston, president of the Motion Picture Association of America, accompanied by Sidney Schreiber, MPAA general counsel, are here for talks with film company presidents and top executives, who are here for negotiations with the American Federation of Musicians.

Johnston's visit is believed to be for the purpose of conferring on the Production Code and the situation faced by MPAA in view of RKO Pictures' release of "The French Line" without a Code seal. The MPAA already has notified RKO Pictures of an imposition of a $25,000 fine. No MPAA board meeting has been set for New York.

Wiesenthal, Bagnall Reactivate Olympic

HOLLYWOOD, Jan. 25.—Olympic Productions has been reactivated as an independent organization with Sam Wiesenthal as president and production head, in association with George Bagnall.

Simultaneously with this announcement, Wiesenthal disclosed that he has just acquired "Bitter Sage," a Western novel by Frank Gruber, and has scheduled it as the first to roll on the new Olympic production schedule.

Wiesenthal is in the process of acquiring other properties, with the support of Bagnall and a group of New York and San Francisco as-

(*Continued on page* 4)

Finds Result with Sound 'Mixer' Inferior to Stereo

By GEORGE SCHUTZ
Editor "Better Theatres"

Presentation of "The Robe" without stereophonic sound has received the status of a "test" of single-channel reproduction of that CinemaScope production's four tracks. Screening it with a mixer to compose the four sets of signals into one has been continued by several Walter Reade theatres with the acquiescence of 20th Century-Fox. Having thus been given the import of a trial, the method poses some questions as to just what it is expected to determine.

Are reactions to "The Robe" thus presented to provide a basis for deciding whether the industry should put stereophonic sound back on the shelf? Or whether "The Robe" can be effectively shown without stereophonic sound? Or whether the mixer used in the Reade screening is a good gadget for the purpose?

Witnessing "The Robe" so exhibited at Reade Broadway Theatre in Kingston, N. Y., we found the last question readily answered in a quality of sound comparable to that of ordinary single-channel optical track reproduc-

(*Continued on page* 4)

Moves Begun

Distributors to Meet Tuesday On Arbitration

Boasberg Says Firms Are Ready for System

Sales managers will meet here on Tuesday to discuss means of establishing an industry arbitration system, it was disclosed yesterday by Charles Boasberg, chairman of the distributors committee of the Motion Picture Association of America.

Boasberg, in making the disclosure, said that "as far as the film companies go, we're for arbitration. We want everyone to know, exhibitors and the Senate Small Business Committee, that distributors are ready," he added.

Asked if a meeting with exhibition is in the offing on the establishment of arbitration, Boasberg said that such a meeting will be one of the topics of discussion on Tuesday. He indicated that all exhibitor organizations, including Allied States Association,

(*Continued on page* 4)

Dowling Says Majors Are Interested in 'Mobilia' System

"Mobilia," the variable screen process developed by the City Investing Co., has aroused the interest of major film companies, one of which is currently negotiating for the use of the process, Robert Dowling, president of City Investing, disclosed here yesterday. He declined to name the companies.

The process, now installed at the

(*Continued on page* 4)

Lippert-Broidy Deal Calls for 12 in Year

HOLLYWOOD, Jan. 25.—Robert L. Lippert and William F. Broidy have concluded an arrangement by which the latter will produce 12 features for the former during the year, and Broidy will handle the sales of Lippert films to television. The deal will lift the Lippert release schedule to 24 for the season.

The Broidy features will be budgeted from $100,000 to $350,000 each.

Personal Mention

MILTON RACKMIL, president of Universal Pictures, left New York at the weekend for Hollywood.

•

SOL BAER FIELDING, M-G-M producer, on Feb. 11 will be designated an Honorary Fellow of the George Washington Carver Memorial Institute.

•

JOHN P. BYRNE, M-G-M Eastern sales manager and captain of the company's 20th Anniversary Jubilee, returned to New York yesterday from a tour of 13 M-G-M branches.

•

JOSEPH GIOBBI, manager of the Crown Theatre, Hartford, married LORETTA DOMINIE, formerly of the theatre staff.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, arrived in Dallas yesterday from New York.

•

JAMES A. PRICHARD, Allied Artists Southern division sales manager, returned to Dallas over the weekend from Hollywood.

•

WALTER MIRISCH, Allied Artists executive producer, has returned to his desk following an attack of influenza.

•

JAMES MCCARTHY, Connecticut district manager for Stanley Warner Theatres, is a patient at Peter Brent Brigham Hospital in Boston.

•

FRED GREENWAY, manager of Loew's Poli Palace, Hartford, is recuperating at home there following hospitalization.

•

DOUG AMOS, Hartford district manager, Lockwood and Gordon Theatres, will return there early in February from Florida and the Caribbean.

•

SAMUEL GOLDWYN will be guest Sunday night on the JACK BENNY radio program over CBS.

•

WILLIAM H. PINE, Paramount producer, will arrive in New York this evening from the Coast.

•

DAVID GOLDING, Samuel Goldwyn Productions publicity director, left here last night for Washington.

•

B. G. KRANZE, United Artists general sales manager, returned to New York over the weekend from Florida.

•

G. RALPH BRANTON, president of Interstate Television Corp., left Hollywood yesterday for Chicago.

•

GEORGE GADTON, of the Madison Theatre, Atlanta, has left there for Florida.

•

E. MOYER, special representative for Eastman Kodak, Rochester, was in Atlanta from there.

•

EMERY AUSTIN, M-G-M exploitation manager, will leave here tomorrow by plane for Atlanta.

Wechsler, Robinett To Sell Rank Films

In a move designed to further expand the distribution of J. Arthur Rank Organization productions in the United States through the opening of new theatre outlets, Universal has engaged Jerry Wechsler and Chilton Robinett as special sales representatives who will devote themselves exclusively to these pictures handled by the U-I Special Films Division, it was announced by Charles J. Feldman, vice-president and general sales manager of Universal. The two will cover the entire country under the direction of Harry Fellerman, executive sales head of the Special Films Division. Assisting the regular Universal sales force they will cover especially those sections where exhibitors have complained about the shortage of product, and familiarize them with how the Rank Organization releases have been worked into the regular weekly programs of hundreds of theatres throughout the country.

In Industry Since 1929

Wechsler has been in the industry since 1929, spending the past 14 years with Warner Brothers in various executive sales capacities including branch managerships in Cleveland and Pittsburgh. Robinett entered the industry in 1932 and held various executive sales posts with 20th Century-Fox before his recent partnership in Raymond Theatres in the state of Washington.

Four Are Named to Aid 'Brotherhood'

Harry Arthur, Jr., John Balaban, George Bowser and R. J. O'Donnell have accepted the posts of associate chairmen of the national exhibitors committee for the industry's 1954 "Brotherhood Week" campaign, it was announced by Emanuel Frisch, national chairman of the industry drive.

The four associate chairmen will serve with Spyros S. Skouras, executive vice-president of Skouras Theatres, who is chairman of the national exhibitors committee.

Meanwhile, Gen. Carlos P. Romulo, Philippine Ambassador to the United States, and Robert D. Murphy, United States Undersecretary of State, have been named as the first recipients of the World Brotherhood Gold Medal award of the National Conference, it was also announced by Frisch.

The awards, made in recognition of dedicated service in the field of human relations, will be presented at the annual motion picture industry dinner in behalf of the Brotherhood campaign, which will be held at the Waldorf-Astoria Hotel, New York, on Thursday, Feb. 4.

U.K. Disney Men Due

LONDON, Jan. 25.—Cyril Edgar and Cyril James, directors of Walt Disney's British organization, will leave here this week for New York and Hollywood to confer on distribution matters with company executives in America.

Loew's to Ask New Divestiture Date

WASHINGTON, Jan. 25. — Loew's will ask the government for an extension of its Feb. 6 theatre divestiture deadline, it was reliably learned here today.

By that date, the company is supposed to have sold all theatres listed for sale under the consent decree, and according to best reports, has not met this deadline.

Loew's Board Up For Reelection

The reelection of all directors of Loew's, Inc. is proposed by management in its proxy statement mailed to Loew's stockholders yesterday in preparation for the company's annual meeting, slated to be held here on Feb. 25.

The 11 up for reelection include: George A. Brownell, G. Rowland Collins, Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, Charles C. Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Nicholas M. Schenck and Joseph R. Vogel.

5,142,615 Shares Outstanding

The proxy stated that the authorized capital stock of Loew's consists of 6,000,000 shares of common stock without nominal or par value of which there are 5,142,615 shares outstanding and entitled to vote at the Feb. 25 meeting.

It was noted that under the company's consent decree, as amended, Loew's has until Aug. 31, 1954 to separate exhibition from production-distribution by forming a new theatre company. Stockholders will be informed in advance of the projected distribution of stock in the new theatre company, it was stated. Negotiations for the 12 theatres yet to be divested are proceeding, it was added.

20th Calls Meeting Of Division Heads

Twentieth Century-Fox division sales managers will attend a two-day meeting here Thursday and Friday, it was announced by Al Lichtman, director of distribution.

The territorial sales chiefs will meet to outline sales plans for the coming year in a series of round table discussions to be led by Lichtman; W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern sales manager.

Division managers attending the meetings will be Martin Moskowitz, Empire State; Glenn Norris, Atlantic; Tom McCleaster, Central; Peter Myers, Canadian; M. A. Levy, Mid-West; Harry Ballance, Southern and Herman Wobber, Western, and assistant division managers Paul Wilson, South, and Bryan D. Stoner, West.

In addition, branch managers Ben Simon, New Haven, Jim Connolly, Boston and Tom Gilliam, Chicago, will attend the sessions.

Chicago's First Runs Still Drawing Well With Few Exceptions

CHICAGO, Jan. 25.—First runs here still are doing well, with a few exceptions such as the Monroe, where "Lure of the Sila" has dropped to $5,000 in its 3rd week, with the RKO Grand limping along at $6,000 in the sixth week of "Easy to Love."

Biggest new film here is "Sadie Thompson," showing in 2-D and heading for a very good $58,000 in its first week at the Chicago. Also opening well is "Gilbert and Sullivan," at the Ziegfeld, where a fine $5,500 or better is in prospect for the initial week.

Holdovers Strong

Holdovers still pulling in heavy coin include "This Is Cinerama," garnering $37,500 in its 26th week at the Palace; "Knights of the Round Table," over $50,000 in the second week of its run at the State Lake, where it followed "The Robe"; "Paratrooper" and "El Alamein," clicking off an excellent $17,000 at the McVickers after a big opening week of $25,000; "Little Cesar" and "Public Enemy," Warner re-issue combo, racing to a good $17,000 in its second week at the Roosevelt, and "Little Fugitive," still close to $4,000 in its fifth round at the World Playhouse.

Two CinemaScope pictures, "Beneath the 12-Mile Reef," at the Woods, and "How to Marry a Millionaire" at the Oriental, are holding up well.

'Caesar' in 5th Week

At the Loop, Disney's "The Living Desert" is holding at $9,000 in its fifth week and continues indefinitely. "Julius Caesar," two-a-day at the Selwyn, also in its fifth week, still is topping $15,000 and appears set for an extended run. Columbia's latest Kramer release, "The Wild One," opened to a good $21,000 in the first week of a two-week run at the United Artists.

In the neighborhoods, weekend business has perked up, even in houses competing with "The Robe," and several theatres have reopened within the past few weeks.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION



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Theatremen to Aid Crusade for Freedom Under Harry Brandt

Theatremen in the New York Metropolitan area will participate actively in the Crusade for Freedom under the leadership of Harry Brandt, president of the Independent Theatre Owners Association, it was announced yesterday by Barney Balaban, New York State chairman of the national campaign to enroll 25,000,000 signers and raise 10,000,000 "Truth Dollars" to support the round-the-clock broadcasts of Radio Free Europe to the 70,000,000 captive people behind the Iron Curtain in Poland, Czechoslovakia, Romania, Hungary and Bulgaria.

Brandt, who has accepted the appointment as chairman of the amusement division of the Crusade for Freedom campaign locally, will coordinate the activities of some thousand theatres in dramatizing the role Radio Free Europe broadcasts have played in the maintenance of world peace. The Crusade is a project of the American Heritage Foundation.

Mullin Reelected by N.E. Exhibitor Group

BOSTON, Jan. 25. — Martin J. Mullin, president of New England Theatres, has been reelected president of Allied Theatres of New England. Also reelected as vice-presidents were: Sam Pinanski, president of American Theatres Corp.; Charles E. Kurtzman, Northeastern division manager of Loew's Theatres, Inc.; Ben Domingo, district manager of RKO Boston Theatres; Harry Feinstein, of Stanley Warner Theatres, New Haven, and Al Somerby, retired.

Stanley Sumner, of the University Theatre, Cambridge, was reelected treasurer; John J. Ford, president of Maine and New Hampshire Theatres, was renamed chairman of the board, and Frank C. Lydon was reelected to the post of executive secretary.

Allied Theatres of New England has no affiliation with any other national exhibitor organization.

Kingsley Named to N.F.F.C. Presidency

LONDON, Jan. 25.—David Kingsley, accountant, has been appointed managing director of the National Film Finance Corp. here, succeeding J. H. Lawrie, resigned. Kingsley joined N. F. F. C. as its secretary. His new appointment is effective next Monday.

Lawrie resigned to form his own production company. He has announced plans for three productions in association with three different distributors, A.B.-Pathe, British Lion and Independent.

Harry, Jack Warner Give, Buy WB Shares

WASHINGTON, Jan. 25.—Harry M. Warner, president of Warner Brothers, in December made gifts of 7,700 shares of common stock and Jack L. Warner, production vice-president, purchased 18,300 shares, the Securities and Exchange Commission reports.

Harry Warner's gifts reduced his holdings to 109,900 shares. Jack Warner's purchase brought his holdings up to 247,299 shares.

Five Companies Set Record

Global Newsreel Coverage Reached High Mark in '53

The motion picture industry's five newsreel organizations in 1953 set a new record in global coverage of news events. This is indicated in a topical analysis of 545 editions produced by the newsreel companies last year for theatrical exhibition.

The survey, made by the Motion Picture Association of America, discloses that the newsreels presented 3,598 topics to U. S. moviegoers in the course of the twelve-month period. This topped the 1952 total by 300 topics.

The newsreel cameras in 1953 recorded events in 78 countries and areas of the world—a breadth of coverage unmatched in previous years.

The growing importance and impact of international activities on the lives of Americans is underscored in the fact that 1,686 news stores, nearly half of the topics presented last year, dealt with some aspect of the foreign scene. This marks a gain in foreign news coverage of 204 topics over 1952.

A tabulation by country shows that Great Britain, for the second successive year, rated first as an overseas news source, accounting for 324 sequences. Korea was a close runner-up with 314 sequences. Other countries that figured importantly in the newsreel spotlight were France, Germany, Canada, Italy, China and Japan.

1,914 Topics in U. S.

On the home front, the newsreels presented 1,914 topics on all phases of contemporary life and activity, an increase of 98 topics over 1952.

National interest in the new administration, its policies and personalities was reflected in a three-fold increase in newsreel stories on the U.S. government over the preceding year. Political news, however, supplied less than one percent of the domestic topics in 1953—a sharp drop from the previous year when the presidential and local election campaigns accounted for almost ten percent of the newsreel footage.

A 50 percent increase in newsreel topics affecting the nation's health and welfare indicated growing concern and interest in efforts to stamp out disease and epidemics.

The nation got by with relatively fewer disasters last year, according to the newsreel tabulations. Against 137 catastrophies in 1952, there were only 104 tallied for last year.

The world of sports continued to be an important reservoir of news, accounting for 17 percent of the newsreel topics.

Movie theatres last year exhibited 24 newsreel issues devoted entirely to a single subject. Among the subjects accorded exclusive treatment were President Eisenhower's inauguration and State of the Union message, the Coronation, atomic energy, as well as a number of year-end sports roundups.

Public Welfare Stressed

The film industry's cooperation with national campaigns to assist humanitarian and charitable causes was extended in 1953 through the presentation of 112 sequences on public welfare projects.

The analysis of the contents of American newsreels is part of a continuing study made under the direction of MPAA's Newsreel Committee of which Thomas Mead, editor of Universal Newsreel, is chairman. The four other industry newsreels are Fox Movietone News, M-G-M's News of the Day, Paramount News and Warner Pathe News.

Bassler Sets Up New Independent Firm

HOLLYWOOD, Jan. 25.—Robert Bassler Productions has been formed and will produce Richard Sale's "Suddenly" as its first independent production. Sale, now in Europe, will arrive in New York on Friday enroute to Hollywood where he will direct his own screenplay.

'Garters' Premieres To Aid 'Dimes' Drive

AUSTIN, Tex., Jan. 25.—The February premiere of Paramount's "Red Garters" here, and subsequent Texas openings of the musical will be utilized to extend the March of Dimes drive in this state. In addition to Austin, openings are scheduled in San Antonio, Feb. 3; Houston, Feb. 4; Dallas, Feb. 5 and Fort Worth, Feb. 6.

BFPA Head Operated On

LONDON, Jan. 25.—Sir Henry French, director-general of the British Film Producers Assn., is reported to be making satisfactory progress after undergoing internal surgery in Middlesex Hospital. Sir Henry is 70 years old.

Starr Files Action Over Theatre Site

NASHVILLE, Tenn., Jan. 25. — Alfred Starr, former president of Theatre Owners of America, with his brother, Milton Starr, owner of the Bijou Theatre here, has filed suit in Federal Court seeking an injunction to prevent inclusion of the site of the theatre in a housing project.

Starr stated that he has no intention of interfering with the re-development project, but points to the fact that certain other properties have been left out.

File Percentage Suit Against Henn in Fla.

ATLANTA, Jan. 25. — Damage suits totaling $39,000 have been filed in circuit court in Clearwater, Fla., by 20th Century-Fox, Warner Brothers, Columbia, RKO Pictures, United Artists and Loew's against J. P. Henn, who owns theatres in Murphy, Andrews and Robbinsville, N. C. Henn is now residing in Clearwater.

The film companies charge the $39,000 is owed on unreported admissions on percentage pictures playing in his theatres from January, 1947 to mid-1952.

To Salute Publishers At AMPA Luncheon In N. Y. Tomorrow

Edward Dodd, president of Dodd-Mead Publishing Co., Alfred Knopf, Jr., of Alfred A. Knopf, and Spencer Scott, president of Harcourt-Brace, will be among the guests at the Associated Motion Picture Advertisers' first luncheon-meeting of 1954 at the Hotel Piccadilly tomorrow, it was announced by Lige Brien, president of AMPA.

The principal address at the meeting, which is being held on the theme of "Great Books Make Great Movies," will be delivered by Douglas M. Black, president of the American Book Publishers Council and president of Doubleday.

At the same meeting, Paul N. Lazarus, Jr., will deliver his first public address since his election as vice-president of Columbia Pictures.

Mich. Allied Meeting Apr. 19-21 in Detroit

DETROIT, Jan. 25. — The spring convention of Allied Theatres of Michigan will be held here Apr. 19, 20 and 21 at the Hotel Statler.

Recently-elected officers of Michigan Allied are: John M. Vlachos, Flat Rock, president; E. J. Pennell, Bronson, 1st vice-president; Pearse Parkhurst, Lansing, 2nd vice-president; Alden Smith, Detroit, secretary-treasurer; Lew Wisper, Detroit, national Allied representative; Ernest Conlon, executive vice-president.

Directors are: Al Ackerman, Detroit; Joe Denniston, Monroe; Henry Carley, Allegan; Mart Christiansen, Muskegon; Irving Belinsky, East Detroit; C. R. Beechler, Charlotte; Emmett Roche, Hart; Ed Johnson, Bay City; Martin Thomas, Menominee; P. J. O'Donnell, Ironwood; B. L. Kilbride, Detroit; Adolph Goldberg, Detroit, and Frank Forman, Oxford.

Colonial Theatre Suit Recessed Till Feb. 2

MILWAUKEE, Jan. 25. — The Colonial Theatre suit against eight major motion picture firms, which is being tried here, has been recessed until Feb. 2, at which time the film companies will present their case. Colonial alleges that the defendants violated the anti-trust laws by forcing Colonial to exhibit old films. Plaintiff asks damages of $4,500,000.

Trans Lux Offering All-Purpose Screen

A seamless screen made with a plastic base and designed for use with CinemaScope, wide-screen, 3D, and 2D, has been marketed by The Trans Lux Corp. Trade-named the "LUXURIA SCREEN" it is being produced in sizes up to 90 feet in length and 50 feet in height.

Wolf Buys SW House

CLEVELAND, Jan. 25. — Nat Wolf, former Warner Theatres Ohio zone manager, has purchased the Columbia Theatre, Portsmouth, O., a Stanley Warner house. James Trancy will continue as manager of the Columbia under the new ownership. The Stanley Warner Circuit is retaining the Leroy and Lyric theatres in Portsmouth.

Remodeling

(*Continued from page* 1)

marquees, now separate, will be joined and streamlined, with slim-line letters to be used on the marquee signs to announce attractions. Work on the project will be started early in the spring and take from nine months to a year to complete, it was added.

Dowling stated that the new facade, which will be twice the size of the huge Bond "spectacular" across the street, will be the largest unbroken surface in the Broadway district. Douglas Leigh, president of Douglas Leigh, Inc., a leading designer, has been commissioned to create entirely new animated lighting effects for the space, Dowling added.

More Than 26,000 Square Feet

Comprising more than 26,000 square feet, the new front will be 80 feet, or eight stories high, and 330 feet long. It will begin on a line with the Bijou Theatre on 45th Street, curve on the Astor Theatre corner, run the full Broadway block, curve again to the Victoria Theatre corner around to the Fulton Theatre on 46th Street, a total distance of 330 feet. Made of frosted aluminum, the surface will be available for advertising on a yearly basis, Leigh said.

The area below the building, Dowling disclosed, will be renovated and used as an exhibition hall, with the first exhibition set for Easter being a "Carnival of Cars." Dowling went on to explain that work on the sub-structure will be started and completed much sooner.

Compo Leaders

(*Continued from page* 1)

on the 20 per cent ticket tax, despite an Administration promise last year to support reduction this year. Treasury Secretary Humphrey would only say that the Treasury is still studying the excise problem.

One COMPO official said that industry leaders had met several times recently with other Treasury officials as part of the industry's program to give the Treasury all possible information about theatre business needed to make a decision on the tax. He declared that now "some of the boys are getting itchy feet and want to know where the Treasury stands." Tomorrow's appointment was therefore set up with Humphrey.

Martin Gives Encouragement

The industry leaders were cheered by a statement by House Speaker Martin (R., Mass.) that no industry should have to bear an excise load of more than 10 per cent. Some Republican Congressmen have been talking about a plan to cut all excises over 10 per cent down to 10 per cent.

To Show 'Twi-Nite' At Drive-in Meet

CINCINNATI, Jan. 25. — Phil Smith's "Twi-Nite" drive-in screen which, it is claimed, will permit open-air theatres to start their shows at twilight, will be demonstrated here next week at the National Allied Drive-in Theatres convention.

Other drive-in developments to be exhibited at the convention include the latest in in-car heaters, a device to keep rain off of windshields, new concession items and improvements in projection and sound.

Sound 'Mixer' Inferior

(*Continued from page* 1)

tion. The immediate significance of this, of course, is that the reproduction was adequate to an appraisal of one channel of sound for "The Robe" in particular, from which one may be able to make certain reasonable deductions of its adequacy for wide-screen technique in general.

'Up to Individual Hearing'

This is to say, that the equipment employed went as far as mechanics can go to answer the other far more important questions. The rest is pretty much up to individual hearing, and when one considers the artistic and economic issues which these questions have come to constitute, together with the range of critical faculties within the motion picture public, these questions put quite a burden on one pair of reportorial ears.

Never having witnessed "The Robe" with stereophonic, the patrons of Kingston's Broadway may be assumed, we think, to have left the theatre with no specific criticism of the production which they would have been likely to charge to the sound. A typical movie audience, conditioned to sound as the art has had it for more than a generation, would discern only repeated or sustained displacement of the pictorial source of sound from its physical source, and we found for the most part that the material and direction of "The Robe" had supplied conditions under which vision could effect the necessary correction over the area of the Broadway's 40-foot screen that the critical sound material occupied.

Speech Localized

From various sections of the Broadway's 1800-seat auditorium, including a position a quarter-way back, or approximately 40 feet from the screen, our eyes were able to localize speech in its character at considerable displacement from the central speaker system. If the test revolves around lateral localization of sound in its pictorial source, *when the source is focal and completely obvious as the ostensible source of that particular sound,* then the single-channel at Kingston's Broadway met the test.

Such an observation would come, of course, as no surprise to persons who have been conducting research in stereophonic sound for many years. When the source of sound is relatively near and is sufficiently visible for positive identification as the source, vision is an important aid to hearing in its angular localization of sound.

The motion picture can continue to exploit this fact, with all production technique adapted to its limitations; but introduction of stereophonic sound was one of the measures taken to free the medium of limitations through which it failed to realize the desired impact, presence and realism.

There were moments of "The Robe" when the realism faltered because of speech from a character at middle ground with back turned to the camera. The wild ride in rescue of the slave lost impact through failure of the sound of it to develop naturally from left background to virtually full occupation of the screen. The orchestral score, and of course the choral music at the end, was patently restricted to the center of the screen, like a phonographic accompaniment.

"Directionalism" with a wide-screen, however, isn't the only quality sought through stereophonic sound. With two or more speaker systems reproducing tracks recorded for stereophonic effect, the two ears are given conditions somewhat similar to those of natural hearing, such as time lag; in some instances of recording, also differences in reverberation. These aid in sound localization, not only laterally, but in depth. Applied to the motion picture, it is a method of increasing the overall naturalness of the representation.

It is doubtless because of this that "The Robe" as we saw it in Kingston failed to give the complete conviction and emotional impact that we got from it at the Roxy in New York. And it is easy to conceive of story material which lends itself less readily to one-channel sound than the first of the CinemaScope productions.

To take full advantage of the greatly widened performance area, battles and other action involving sound, and environmental material as well, would be normally indicated for one or the other side of the scene, often without sufficient visual identification to localize the sound at its distance from a central speaker system. Musical productions, including opera, suggest themselves with similar misgivings about the dispensability of stereophonic sound.

The possibilities loom too great for dallying, so soon, with compromises.

Reade Claims Record Non-stereo Grosses

Record grosses for "The Robe" without stereophonic sound was claimed by the Walter Reade Circuit here yesterday for the engagement of the 20th Century-Fox CinemaScope production at the circuit's Majestic Theatre, Perth Amboy, N. J., and the Broadway, Kingston, N. Y., where the so-called "mixer" device is employed.

For the first week of the picture at the Majestic a big $12,000 was seen, while a sizable $10,000 was forecast for the Broadway. The picture opened last Thursday in both situations.

A 20th-Fox spokesman, asked for comment, said "we are not going to conduct the test in the trade papers," referring to the projected stereophonic and non-stereophonic experiments slated within the next four weeks.

1,500 Expected

(*Continued from page* 1)

Reverend Thomas F. Little, executive secretary of the Legion of Decency, who is spiritual director of the group sponsoring the breakfast.

Charles M. Reagan, M-G-M general sales manager, will be toastmaster at the breakfast and the Solemn Pontifical Mass at the Cathedral will be celebrated by the Most Reverend Joseph F. Flannelly, D.D., administrator of the cathedral.

'La Lupa' to World

The Ponti-De Laurentiis Italian production, "La Lupa," which has been acquired by Jules Levey, will have its American premiere at the World Theatre here next month.

Dowling Says

(*Continued from page* 1)

Bijou, owned by City Investing, allows the use of a variable screen for a given picture through the utilization of masking and special lenses, Dowling explained. He said the Bijou is utilizing the process for its current showing of "Gilbert and Sullivan." He added that the method is adaptable for CinemaScope projection, too.

'Cuckoo' First

"Time of the Cuckoo," a Lopert Production starring Katharine Hepburn, will be the first picture to be filmed in the process, Dowling continued. He said the production, which will be released by United Artists, also will have stereophonic sound. Conventional prints, he added, will be made available, too. Shooting on the film will begin in June on location in Venice.

Dowling, who holds a considerable investment in Lopert Productions, stated that the installation of "Mobilia" is less than $5,000 per theatre. He disclosed that the Gaumont Theatre, in Paris, has ordered the process for installation. "Mobilia," he continued, will be installed in the Astor and Victoria theatres, both owned by City Investing.

Arbitration

(*Continued from page* 1)

would be invited to attend such a projected exhibition-distribution meeting by saying that "we will give every opportunity" for all elements to join an arbitration system. He saw no relaxation in the position of distribution in the past to keep the issue of film rentals outside an arbitration system, one of the issues which drew the fire of Allied.

TOA Awaits Word

Theatre Owners of America, according to a recent statement made by president Walter Reade, is waiting word from distribution for a meeting on arbitration.

The Tuesday meeting also will consider the centralized shipping proposal, it was stated.

Wiesenthal-Bagnall

(*Continued from page* 1)

sociates. Negotiations for release of "Bitter Sage" are on with RKO Radio, which released "Cry Danger!", Olympic's Dick Powell-Rhonda Fleming co-starrer. Following release of that picture RKO induced Wiesenthal to join its producer staff. Bagnall is a former vice-president of United Artists.

Nolan Joining Goetz As Vice-President

HOLLYWOOD, Jan. 25.—Joseph J. Nolan, veteran RKO Radio executive who resigned from that company in 1949, will join William Goetz Productions, Inc., on Feb. 1, as vice-president.

Roxy Dividend Set

HOLLYWOOD, Jan. 25. — Roxy Theatres, Inc., has declared a quarterly cash dividend 37½ cents per share on the outstanding preferred stock, payable March 1st to holders of record at the close of business on Feb. 11th.

Sillerman to Address NTFC on Thursday At the Warwick

Michael Sillerman, executive vice-president of Television Programs of America, will be the guest speaker at the monthly meeting of the National Television Film Council in the Warwick Hotel here on Thursday. He will discuss trends in films for television. Officers and board members will be installed at the luncheon meeting.

Ohio Carrier Rate Hearings Start

COLUMBUS, Jan. 25. — Independent Theatre Owners of Ohio has withdrawn its objections to the increased rate schedules being charged by film carriers Leonard Albrecht and E. S. Johnson in the Cleveland exchange area but will press for revision downward of upped rates charged by Film Transit Co. in the same exchange territory. Robert Wile, ITOO secretary, said rates charged by the Albrecht and Johnson firms are comparatively slight.

Hearing on the Film Transit Co. case are now in progress before the Public Utilities Commission of Ohio. Witnesses for the ITOO side will include Harold Sliter, Schine's zone manager; Lee Cramer of Selected Theatres, Cleveland; Leo Jones, Upper Sandusky; a representative of Stanley-Warner Theatres and Wile.

Lee Now FCC Member

WASHINGTON, Jan. 25. — The Senate today confirmed the nomination of Robert E. Lee to be a member of the Federal Communications Commission by a vote of 58 to 25. Lee, former director of investigations for the House appropriations committee, has been serving a recess appointment as commissioner.

Storm Hits K.C.

KANSAS CITY, Jan. 25. — A severe storm cut theatre attendance 25 per cent in this area late last week. However, no theatres were reported to have been forced to close. By Friday attendance was back to normal.

Donegan Services Held

Funeral services were held here Sunday for Arthur B. Donegan, formerly publicity director of the American Broadcasting Co. and more recently publicity-promotion manager of television station WABC.

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Specialists to Motion Picture Industry



Television--Radio

with Pinky Herman

A $200,000 permanent set, equipped for regular color inserts and to display and demonstrate products, material, processes and procedures related to the American home, is the feature of a new program, "Home," which will take the mid-morning NBC-TV daily slot (11:30-12:00 noon) starting Monday, March 1. Jack Rayel will produce, with Richard L. Linkroum associate producer and director. . . . The "Truth or NBConsequences" show will originate at Truth or Consequences, N. M., on April 1 (no foolin'). Town's name was changed to its present in 1950. . . . Bob Carroll has been renewed for an additional 13 weeks on the Fred Allen "Judge for Yourself" NBC-TVehicle. . . . With a revival of his "Tuxedo Junction" guaranteed by its being featured in the U-I picture, "The Glenn Miller Story," tunester Buddy Feyne has another ditty which bids fair to make the Hit Parade, "Why" (co-writer, Maurice Shapiro), which has two fine platters by Nat King Cole (Capitol) and Karen Chandler (Coral) winning palenty of deejay attention. . . . The" Jackie Gleason CBShow" will originate in Hollywood some time in April, the entire cast of principals making the trek.

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Completely recovered from her severe illness and extremely grateful to NBC personnel who donated blood to the Lenox Hill Hospital Blood Bank (to replace that administered to her), Gertrude Berg will resume her duties as writer-star of the NBC radio series, "House of Glass," Friday, Feb. 5. . . . Monroe Mendelsohn, who had been associated with Reub Kaufman in Chicago, has joined Kaufman's Guild Films, as sales promotion director. M. M. has had wide experience in the telefilm field, having exceed at United TV Programs and later with Snader Telescriptions. . . . Philip Besser, formerly with MGM, has joined TPA (Television Programs of America) as TV broker. . . . TV stations in droves are accepting the Calhoun Studios' offer of free use of its production, "We Saw It Happen," a really fine documentary feature based on the 50 years of powered flight depicting actual scenes starting with the Wright Bros. at Kitty Hawk to the Lindbergh Transatlantic flight right to the present day jets. . . . Larks Johnny Desmond and Shirley Harmer, featured on ABC radio, have been named "king and queen" of the Winter Carnival to be held at Saranac Lake (N. Y.) Feb. 12-13-14th. During their stay there they'll also entertain patients at the Variety Clubs' Will Rogers Memorial Hospital. . . . Academy TV Productions has changed its name to A.T.V. Film Productions. Firm, with Mickey Schwarz, producer-director, shoots the Gene Raymond-Fireside Theatre telefilm series for Procter & Gamble via the Compton Adv. agency. . . . Maestro Vincent Lopez not only has found time to compile a stamp collection worth $150,000, but has authored several tomes, the latest "My Key to Life" (Or What I Learned in a Monastery), which will be published in the Spring.



Gertrude Berg

☆ ☆ ☆

In 1941, as producer-director of the Millpond Playhouse in Roslyn, L. I., David Lowe gave a young actor a chance and the youngster made good. Last Friday, the grateful comic, Jack Carter, made a guestint on Du Mont's "Life Begins at 80," directed by—David Lowe. . . . In its 21st consecutive year on the air, Don McNeill's popular ABChicago (full network) morning program, "The Breakfast Club," will start simulcasting Monday, Feb. 22, originating at the Terrace Casino of the Hotel Morrison. Show's a natural for TV. . . . Bill Cullen will take over emcee chores on CBS-TV "Place the Face," Thursday. . . . CBStarting in April, KGUL-TV, Galveston, Tex., will add additional telecasting space, having rented the 19th floor of the $10,000,000 Prudential Insurance Co. edifice.

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Special Delivery to:—Bob Weitman: Why is it that the producer of the radio series, "Big Jon & Sparkie," doesn't bring this truly great children's program to New York for an across the board television show? Our opinion of this ABCincinnati-originated AM program is substantiated by the fact that for the past two years, radio editors of the country have named this the second best children's program.

Disney TV Show May Start in the Autumn Under Sponsorship

Walt Disney has tentative plans to launch his own television show next fall, a program that will be sponsored by a national advertiser, Roy Disney, president of Walt Disney Productions, said here prior to his departure for the Coast.

Disney said that under the present proposed setup, the program would be about 80 per cent on film and the balance "live" action. He indicated that certain "hitches" had arisen in regard to format on which Disney and the advertising agency involved did not agree, but that the obstacles would be overcome.

Two-Daily, Reserved Seats for 'Coach'

A two-a-day, reserved-seat policy has been established by the Normandie Theatre here for "The Golden Coach," the new Jean Renoir film starring Anna Magnani. Jonas Rosenfield, Jr., vice-president of I. F. E. Releasing Corp., the distributor, reports a heavy advance sale for the picture.

Arlan Acquires Four

Arlan Pictures, New York, has acquired U. S. distribution rights to four foreign pictures from Arthur Davis Associates, Inc. The properties are: "Seven Deadly Sins," "Beauty and the Devil," "Hello, Elephant," and "Father's Dilemma."

Every week-day is
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"Top-rating" day!
STRIKE IT RICH
THE BIG PAYOFF
walt FRAMER PRODUCTIONS
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In the THEATRE
Equipment World . . .
. . . *with RAY GALLO*

IMPROVEMENTS in its vacuum cleaner for theatres have been announced by the Pullman Vacuum Cleaner Corp., Boston, for its 1954 model. They include a new motor that increases horsepower to three-quarter and maximum waterlift to 75 in. Greater convenience is claimed for the "accordion" hose that stretches up rows and under seats "without fighting the operator." There is also a new non-tilting handle on the head and a new exhaust-power blower coupling located in the center of the dome.

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The promotion of William E. Deger to division manager of midwest sales for the Ampro Corp., Chicago manufacturer of motion picture projectors and tape recorders, has been announced by Howard Marx, vice-president and general sales manager. Deger was formerly supervisor of Ampro's sales order department. His new duties include responsibility for new dealer appointments, dealer salesmen training, and the conduct of merchandising programs for the territory encompassing southern Illinois, Missouri, Kansas, Nebraska, North and South Dakota, Minnesota, and western Wisconsin. He will have headquarters in St. Louis. Replacing Deger as sales order department supervisor is Frank W. Hoffman, who joined the firm last November.



William Deger

•

The Gaumont-Kalee flutter meter is a new unit for use in motion picture studios designed to measure small frequency variations of a given carrier frequency. It is pointed out that if the meter is provided with a signal of the correct frequency and of suitable amplitude from a film soundhead, for example, then variations from constant speed of the recording and/or reproducing machine can be measured. The instrument operates at a nominal carrier frequency of 3,000 cycles per second, but will tolerate up to five per cent variation in mean carrier frequency, thus enabling measurements to be made on machines that are running off-speed, or using films or discs whose recorded 3,000-cycle tone is inaccurate. The meter consists of a narrow band amplifier, a limiter, a discriminator and detector, and a metering system, the whole unit being self-contained with its own power supplies. It is being distributed exclusively in this country by S. O. S. Cinema Supply Corp, New York.

Reviews

"Alaska Seas"
(Paramount)

ADVENTURES of salmon fishermen in Alaskan waters warmed by a tri-cornered romance in which Robert Ryan, Jan Sterling and Brian Keith are the principals, provide a film which is above average program fare for audiences partial to outdoor action drama. The picture contains interesting factual material on salmon fishing, woven into the story as background or incidental material, which gives it authenticity. It has movement and picturesque locales, well photographed, to add to its easily exploitable properties.

Ryan is cast as a ne'er-do-well who keeps his friend, Keith, busy covering up for his irresponsible behavior, some of it outside the law. Eventually, hard pressed for money, Ryan joins a gang which steals the law-abiding fishermen's catches from their nets and Keith is forced to join in the hunt to track him down. In the end, Ryan makes a gesture of self-sacrifice which brings him to an untimely end, along with the leader of the outlaw gang. The romantic rivalry between Keith and Ryan for the affections of Miss Sterling add to the interest throughout.

Mel Epstein produced and Jerry Hopper directed from a screen play by Geoffrey Homes and Walter Doniger. Good support is contributed by Gene Barry, Richard Shannon, Ralph Dunke, Fay Roope and others.

Running time, 78 minutes. General audience classification. February release.

"The Greatest Love"
(I.F.E.)

INGRID BERGMAN's return to the screen after an absence of four years will be of interest to exhibitors and audiences alike, with curiosity no doubt whetted by the fact that "The Greatest Love" has been produced and directed by her noted husband, Roberto Rossellini, who also wrote the original story on which the screen play is based. The story, however, is perplexing and may be found unsatisfying by many of Miss Bergman's followers, despite some excellent acting and moving dramatic highlights.

The Italian production presents Miss Bergman as the wife of wealthy Alexander Knox and the mother of 12-year-old Sandro Franchini. The young boy seems overly sensitive to his loneliness, and neglect from his mother. When eventually he dies from a fall the possibility emerges that it might have been a suicide. This completely changes Miss Bergman's way of life. Confused and guilt-ridden, she starts dedicating herself to the alleviation of the poor and the disinherited. Under the influence of a radical journalist she throws herself into this work. All of this produces chagrin and bewilderment in her husband, especially when in her desire to show mercy and compassion for everyone she helps a prostitute.

In the finale Miss Bergman achieves complete self-sacrifice. The irony, however, is that institution gates lock behind her and the wonder rises as to whether she is insane or a true missionary.

Running time, 113 minutes. Adult audience classification. February release.

"The Horse's Mouth"
(Mayer-Kingsley)

A PLEASANT film from England; its original story idea of an oracle ensconced in a well providing truth to those who seek it, is both refreshing and amusing. It is likely to be received best by audiences partial to whimsy. Perhaps a bit overlength for the fragile basis, it is nevertheless good entertainment.

Michael Medwin plays the young newspaperman who goes off to a remote little island off the Irish coast for a holiday. Already in trouble with his editor, his relations grow worse when he tries to utilize the possibilities of the truth-dispensing oracle he has discovered. On the island Medwin also discovers pretty Virginia McKenna, niece of jack-of-all-trades Joseph Tomelty.

He finally proves to the editor the accuracy of the oracle's prediction and soon the paper begins to make the most of it. Presently it is discovered that knowledge of what the future will bring is not always wise or desirable. It is to the coming of this conclusion that the screenplay by Patrick Campbell builds up many dramatic incidents.

Robert Beatty plays the editor in this film produced by Colin Leslie and directed by Pennington Richards, with John Grierson as executive producer. It was made as a Group 3 production, a unit sponsored by the British Government as a project to give opportunity for young, new film makers.

Running time, 77 minutes. General audience classification. January release.

Three Disney Artists Tour for 'Pinocchio'

BOSTON, Jan. 25.—A 5,000-mile tour on behalf of "Pinocchio" was started here today by three of Walt Disney's top artists—Roy Williams, Dave Detiege and Al Bertino—who will cover every one of the 200 playdates scheduled for this area. They will make sketches, suitable for framing, of hundreds of "Pinocchio" stills. They will also supply records for radio transcriptions, reels for television and other publicity material.

'La Lupa' Premiere Set for World Here

The Italian production "La Lupa" ("The She-Wolf"), will have its American premiere during the week of Feb. 15 at the World Theatre here. Jules Levey, distributor of the picture, has held the English super-imposed titles to a minimum on the premise that, despite the Italian dialogue, the action clearly tells the story.

An extensive campaign covering all media is being prepared for the film's American opening.

Censor Ruling

(*Continued from page* 1)

of the American Lutheran Church, said that he felt the church had an obligation to stand firm on the situation. Edward M. Dawson, president of the Columbus area of the Council of Churches, said that the Supreme Court decision "presents a grave problem which should be given serious consideration by inter-faith groups to act to offset any ill effects that undesirable movies produce."

Says Censors Were Liberal

Bishop Hazen Werner of the Methodist Church in the Ohio area stated that Ohio censorship that has served with "liberality" had been questioned by the decision. This, he said, is a blow to the good life that means so much to Americans. "Freedom," he added, "does not include the tolerance which would overthrow organized life nor tolerance of deterioration of moral life for which that very freedom exists."

Bishop Michael J. Ready, of the Columbus Catholic Diocese, declined comment pending study of the edict.

Editorially, the Columbus "Citizen" said that the "court had slapped the Ohio censorship law" and that the legislature "should finish the job by repealing it." The Ohio "State Journal" observed that the "board henceforth will have to walk a tight-rope and perhaps in the end find the rope so thin a strand that it offers no support at all." The "Dispatch" said that the "ambiguous ruling appears to leave the question of censorship substantially where it was."

Atlanta Censor Head Adopts More Liberal Interpretation

ATLANTA, Jan. 25.—Commenting on the U. S. Supreme Court ruling on state censorship, Atlanta censor Christine Smith said that she already had adopted a more liberal interpretation of the censorship code. However, city attorney Jack Savage insists that Atlanta will continue to have censorship whether administered by a board or placed under the jurisdiction of the Police Department.

"I think that the movie industry as a whole has become more liberal in its thinking," Miss Smith said, adding that, perhaps, she and the board have moved along with the times.

Rogers, Jr., Starts 'Oklahoma' Sendoff

Will Rogers, Jr., will be in Tulsa and Kansas City this week to participate in Warner Brothers' 615-theatre saturation sendoff for "The Boy from Oklahoma" and to help launch the Midwest campaign for the March of Dimes.

In Tulsa, Rogers will be present at the unveiling of a Tamburini portrait of his father at Will Rogers High School.

New Film Censor Is Appointed By Eire

DUBLIN, Jan. 25.—Dr. Martin Brennan, former member of the Irish Dail (Parliament) from Sligo, has been appointed Official Censor of Films by the government. He succeeds Dr. Richard Hayes, censor for the past 10 years, who has retired on reaching the age limit.

Dr. Brennan has been active in amateur dramatic movements.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 18 NEW YORK, U. S. A., WEDNESDAY, JANUARY 27, 1954 TEN CENTS

Bid for Change

Jury Trial for N.Y. Censor Appeals Asked

State Senator Includes Proposals in New Bill

ALBANY, Jan. 26.—A bill proposing a "jury plan" for New York State, under which appeals on the banning of a picture would be tried by a jury, will be introduced in the State Legislature by Senator Fred Moritt, of Brooklyn, he disclosed here today.

Senator Moritt's plan would change the New York State censorship system by providing a State Supreme Court jury trial in appeals from the refusal of the Board of Regents to issue a license for a picture. The present system calls for an appeal to be heard by a court of judges only.

Asserting that the jury plan is "fairer," Senator Moritt said the measure would be similar to the one he previously sponsored with respect to curbing censorship of legitimate

(*Continued on page 4*)

Attendance in U.K. Down Only 2.5% in Third 1953 Quarter

By PETER BURNUP

LONDON, Jan. 26.—The Board of Trade Journal reported a 2.5 per cent decline in attendance at British theatres during the quarter ended Sept. 26, 1953, compared with the corresponding quarter of 1952. It placed the number of paid admissions for the 1953 period at 326,722,000.

The decline is slightly less than that registered for the same period in previous recent years. The Journal commented that the annual rate of decline in attendance appeared to be slowing down, adding that, in any

(*Continued on page 6*)

Kreisler World Tour For IFA Film Survey

International Film Associates Corp. has engaged Bernard Kreisler to conduct a world survey in the 14 leading film-producing countries.

Kreisler, formerly head of the advisory unit for foreign films in the Motion Picture Association of America, will study production problems

(*Continued on page 4*)

Petrillo Asks for 20% Wage Boost, Increased Hiring

MIAMI BEACH, Jan. 26.—A 20 per cent wage increase and a boosting from 45 to 55 musicians per studio are the major terms of a new studio contract sought by the American Federation of Musicians, James C. Petrillo, president, disclosed today.

While no agreement was reached at the initial session at the Lombardy Hotel here yesterday, Petrillo said he didn't expect any trouble.

"These people," he said, "have always been all right with us. They're not arbitrary and they've never tried to break up the union. They claim they can't afford to increase the staffs and give raises now. They claim business is bad because of television—and maybe it is, but we don't want them to save money at our expense."

Frank Hobbs to Head WB Radio-TV Unit

Frank Hobbs, formerly of the Blaine-Thompson Advertising Agency, will head the newly-created radio and television division of Warner Brothers, working under Gil Golden, advertising manager, and Larry Golob, Eastern publicity director.

In his new post, to which he has just been named by Mort Blumenstock, Warner vice-president in charge of advertising and publicity, Hobbs also will work in close liaison with the Blaine-Thompson advertising organization.

MPA 'Surprised' at Arnall Statement

An expression of "surprise" was voiced by a spokesman for the Motion Picture Association of America yesterday, when asked to comment on the "assurances" said to have been given by MPAA president Eric Johnston that there will be no future subsidies in film deals with foreign countries.

The MPAA source said that he had no information on what Johnston actually told Ellis G. Arnall, president of the Society of Independent Motion Picture Producers. However, he went on to say that although Johnston in the past has publicly stated his opposition to subsidies, the MPAA president could not guarantee that there will be no subsidies granted in perpetuity in all future deals.

Name Wormser V. P. Of Columbia Int'l

Mortimer Wormser, an assistant treasurer of Columbia Pictures since 1945, has been named a vice-president of Columbia Pictures International Corp. In his new post he will continue to serve as assistant treasurer as well as assistant secretary of Columbia.

Wormser joined Columbia in 1925, coming from General Motors, where he had held an executive accounting position.

1st Show in November

TNT to Telecast Opening Nights of 'Met' Opera

Opening nights of the Metropolitan Opera Co. here will be telecast into theatres across the country starting with the 1954 season in November, it was disclosed here yesterday in a joint statement by Theatre Network Television and the opera company.

The exclusive series of telecasts was set with the signing of a three-year contract by the two. Under the terms, it was stated, the greater New York City area will be excluded from the theatre TV network.

"Our first goal for the opening of the 1954 Metropolitan season is 100 theatres, which will enable nearly a quarter of a million people to attend the Metropolitan opening," Nathan L. Halpern, president of TNT, stated. TNT, which pioneered the Metropolitan Opera telecast of "Carmen" a year ago, will be responsible for the entire

(*Continued on page 6*)

Gaudreau Leaving RKO; Joining Disney

Lou E. Gaudreau, a veteran of 26 years with RKO Radio Pictures, will leave the company in two weeks to become associated with the Walt Disney Prod. advertising department here.

Gaudreau during most of his association with RKO Radio was controller of the advertising department. He is scheduled to assume a similar post in the Disney company.

Gets Pledge

Says Johnston Promises End To Subsidies

Arnall Tells of Assurance While Warning of Trend

By MURRAY HOROWITZ

Assurances that there will be no subsidies in future film deals with foreign countries have been received from the Motion Picture Association of America, it was disclosed here by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers.



Ellis Arnall

Arnall, hitting at what he called "the unwise and ruinous" trend, said he re-

(*Continued on page 4*)

Treasury Indicates To Compo: No Early Action on U.S. Tax

WASHINGTON, Jan. 26. — A Council of Motion Picture Organizations' delegation met today with Secretary of the Treasury Humphrey to exchange views and furnish information on the industry's problems linked to the Federal admissions tax.

Humphrey told the delegation that the first order of business is to get the technical tax revision bill out of the way and the next thing on the agenda is to handle the excises automatically scheduled for reduction on April 1. The President has asked

(*Continued on page 6*)

Terre Haute Pooling Case to Be Tried

INDIANAPOLIS, Jan. 26.—A government motion for declaratory judgment in a suit charging Terre Haute theatre operators with violations of the anti-trust laws was denied in Federal court here yesterday by Judge William E. Steckler.

The ruling means that the two-year old suit alleging that the operation

(*Continued on page 4*)

Personal Mention

SOL A. SCHWARTZ, RKO Theatres president, has returned to New York from a Latin American cruise.

JOSEPH BERNHARD, Stanley Warner executive, has left here for London and Paris to seek appropriate Cinerama theatres in Europe.

ALBERT V. LAMO, brother of ANN LAMO, manager of the Webster Theatre, Hartford, and BEN LAMO, formerly with Warner Bros. Hartford theatres, has returned from a 14-month tour of Korea as a U.S. Army Special Service entertainer.

SAL ADORNO, JR., assistant general manager of the M&D theatres, Middletown, Conn., has been named to the executive committee of the Middletown U.S.O. campaign.

SIDNEY S. KULICK, of Beil Film Exchange, today will celebrate his birthday, his 25th wedding anniversary and the start of his 40th year in the industry.

BERNARD MENSCHELL, partner, Community Amusement Corp., Hartford, has checked out of the Hartford Hospital, following eye surgery.

SHARON SYKES, daughter of HUGH M. SYKES, JR., of the Queen City Booking Service, Charlotte, is in a hospital there for surgery.

MRS. BETTY PATTERSON, formerly secretary at Astor Pictures, Charlotte, is the mother of a girl born there last week.

V.C. of Illinois Hears Attack on Censorship

CHICAGO, Jan. 26.—The annual induction of officers of Variety Club of Illinois, held in the Florentine Room of the Congress Hotel here last night, was featured by an attack on screen censorship in the main speech of the evening by "Chicago Sun-Times" columnist Irv Kupcinet, who stated that there are ample laws on the books to handle violations of standards of decency after a picture has been exhibited.

Other highlights of the evening included the turning over of a check for $23,000, raised by the memorial banquet for Willie Shore, to La Rabida Jackson Park Sanitarium, bringing to $97,000 the amount brought in for La Rabida during the past year by the Variety Club of Illinois.

Jack Kirsch, president of Allied Theatres of Illinois, was chairman in charge of arrangements.

Two More Join SIMPP

HOLLYWOOD, Jan. 26. — Allan Dowling Pictures and Aries Productions have joined the Society of Independent Motion Picture Producers, Marvin L. Faris, executive secretary, today disclosed.

Disney Meet Feb. 1 For Foreign Echelon

Headed by Leo Samuels, in charge of worldwide sales for Walt Disney Productions, and Ned Clarke, foreign sales supervisor, a group of the organization's foreign executive echelon will leave here tomorrow for Hollywood for a series of policy conferences and product previews beginning Feb. 1.

Scheduled to arrive in New York this week from their overseas headquarters for the meeting are Cyril Edgar, Disney representative for the United Kingdom; Cyril James, secretary of Walt Disney Mickey Mouse Ltd., in the United Kingdom; R. Wallace Feignoux, representative for Continental Europe, and Leo Horster, representative in Germany.

Zelenko New Loew's Division Manager

Bernard Zelenko, manager of Loew's Valencia, Jamaica, L. I., has been appointed division manager for the group of theatres formerly supervised by Maurice Seidlitz, who voluntarily vacated his post to accept another assignment with the company recently.

Other promotions announced by Eugene Picker, in charge of New York theatre operations, as a result of the Seidlitz action, move Edward Brunner from Loew's New Rochelle to the Valencia. He will be succeeded by Robert Camann, presently manager of Loew's Inwood. Miss Margie Ernst, assistant manager of the Paradise, takes over the reins at the Inwood. Mrs. Anna d'Amico, Mt. Vernon, becomes assistant at Loew's Paradise.

Deportation Appeal Lost by Franklin

CHICAGO, Jan. 26. — The U. S. Immigration Board of Appeals has rejected the appeal of Isoch Fialkin, also known here under the name of Irwin Franklin, for reversal of the board's ruling that he be deported to his native Russia on the grounds that he was a member of the Communist Party. Franklin has been the Midwest distributor for many years of Art-Kino films.

Ament Chairman of 'Brotherhood' Unit

Chairmanship of the newsreels committee for the motion picture industry's 1954 Brotherhood Week campaign has been accepted by Walton C. Ament, vice-president and general manager of Warner Pathe News. Brotherhood Week, sponsored by the National Conference of Christians and Jews, will be observed from Feb. 21 to 28.

Wins U-I Award

Universal Pictures has awarded to John Eberhard, manager of the Franklin Theatre in Saginaw, Mich., the prize of $100 offered by Universal for the best promotion campaign developed in the Butterfield Theatres circuit on U-I's "The All American."

Subsidy Issue Holds Up French Pact

An increase from $200,000 to $300,000 in the amount of the French subsidy and the limitation of the pact to one year instead of two are the major points of differences over the French pact, it was learned here.

The pact, which was initialed last July by Eric Johnston, president of the Motion Picture Association of America, still is being negotiated in Paris with differences arising over many points. It was initially reported that the pact ran for two years, called for the issuance of 110 permits per year, and provided a "subsidy" of $200,000 per year, to be used for the promotion of French films in the U. S., the monies for which were to be appropriated from disputed funds held over in Paris.

R. E. Baulch Dead; Headed Crescent

NASHVILLE, Jan. 26.—R. Elmer Baulch, 50, president of the Crescent Amusement Co. since the death of Tony Sudekum, died at a local hospital today, apparently of a self-inflicted gunshot wound. A spokesman for the family stated that Baulch had appeared to his friends to be depressed for some time. He was a son-in-law of Sudekum, and was associated with many local organizations.

Gov't Officials and Morgan Meet Today

WASHINGTON, Jan. 26. — Defense Department officials will confer here tomorrow with Oscar A. Morgan, Paramount Pictures short subjects and newsreels sales manager. Morgan, who is here from New York, also will hold conferences with Paramount executives at company branches in the territory. Before returning to New York on Friday, Morgan has scheduled a meeting with branch personnel in Philadelphia.

Peppercorn Out of RKO Canadian Post

TORONTO, Jan. 26.—The resignation of Carl Peppercorn as Canadian district manager of RKO Distributing Corp. of Canada, is announced for Saturday, when he will go into a new business. He succeeded the late Leo M. Devaney, who was the RKO-Radio representative in Canada for years until his death in 1950.

Use Radio for 'High'

A saturation radio advertising campaign has been set for "Hell and High Water" by 20th Century-Fox in New York, with close to 200 spot announcements slated to be programmed over the weekend and Monday. The CinemaScope production will open Monday evening at the Roxy.

20th to Map Policy Plans for '54 Films In CinemaScope

Policy for 20th Century-Fox's roster of CinemaScope and standard films to be released this year will be formulated at a meeting of division sales managers and home office executives, slated for tomorrow and Friday, at the company's offices here.

Discussions will be led by Al Lichtman, distribution director, who called the meeting; W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager; and Arthur Silverstone, Eastern sales manager.

Executives from New York to participate in the sessions are Alex Harrison, home office representative; Clarence A. Hill, manager of branch operations; Lem Jones, short subjects sales manager; Jack Bloom, national circuits contact; Morris Caplan, chief sales statistician; Harry Mersay, print department manager; Sam Fishman, manager, contract department; David Ornstein, assistant to Aaron; Morris Grassgreen, assistant to Hill; Frank X. Carroll, assistant to Lichtman; Larry Ayres, assistant to Gehring; and Roger Ferri, editor of the "Dynamo."

Name Goldenson to Head Polio Drive

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has been named chairman of the motion picture division of the 1954 Greater New York appeal in behalf of the National Foundation for Infantile Paralysis, it was announced by Horace C. Flanigan, chairman of the drive.

Goldenson will enlist financial support for the appeal from all firms and individuals in the industry, it was stated.

Empire-Universal Promotes Plottel

TORONTO, Jan. 26.—With the company since 1946, Mark Plottel, Toronto branch manager, has been promoted to general sales manager of Empire-Universal Films by president A. W. Perry. Herbert Mathers, formerly of Montreal, has been named manager of the branch here.

Columbia Release For 'End of Affair'

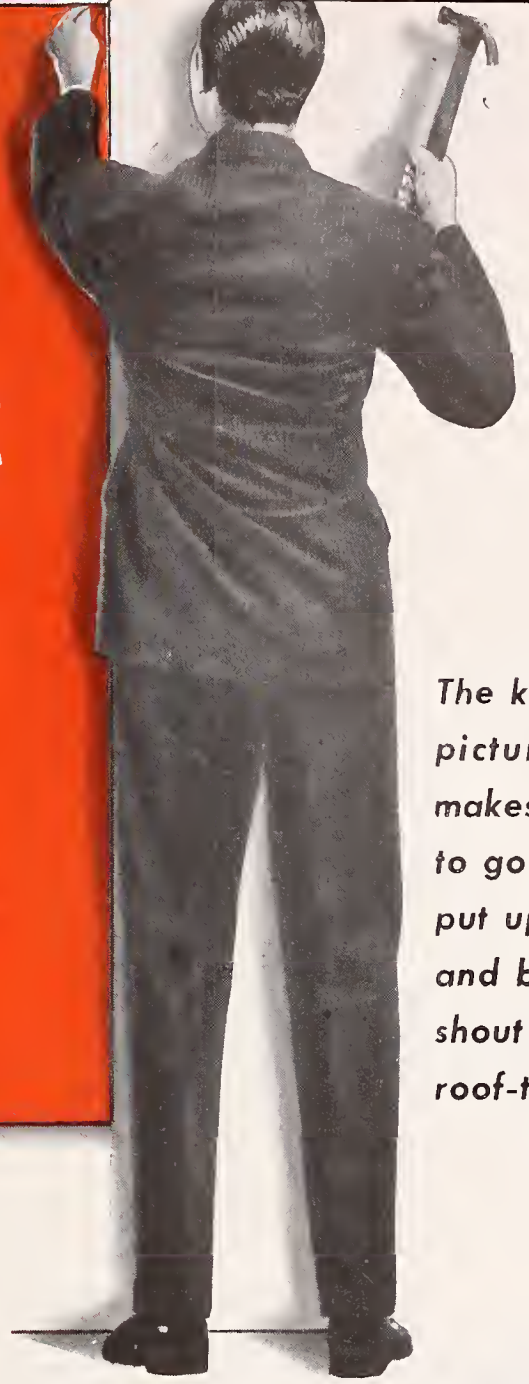
Columbia Pictures will distribute the screen version of Graham Greene's novel, "The End of the Affair," which David Rose will produce in England with Deborah Kerr in the feminine lead. It is a story of life in London during the "blitz" of World War II.

Rodgers Joins TV Firm

William F. Rodgers, Jr., has been appointed studio manager of Michael Myerberg Productions, it was announced by Arthur Gray, Jr., president. Rodgers leaves his post as division manager of Rockefeller Center, Inc., to assume his new duties Feb. 1.

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"I saw M-G-M's 'EXECUTIVE SUITE' and it is the GREATEST!"



The kind of picture that makes you want to go out and put up posters and banners, shout from the roof-tops!

WATCH FOR THE "SEE FOR YOURSELF" TRADE SHOWS!

M-G-M's production "EXECUTIVE SUITE" was screened in New York last week. Reports that something unusual was coming were syndicated by Hollywood columnists to the nation long in advance.

The industry will soon see for itself this magnificent filming of the best-seller. It is an attraction in a class of its very own. M-G-M has penetrated powerfully behind the walls of a towering skyscraper where beauty's wiles and man's cunning are in primitive conflict, where office wives play their secret game and the fight for power and love is reckless and daring.

The book that sold hundreds of thousands of copies and is still going strong has been brought to the screen with this carefully selected cast of stars: WILLIAM HOLDEN, JUNE ALLYSON, BARBARA STANWYCK, FREDRIC MARCH, WALTER PIDGEON, SHELLEY WINTERS, PAUL DOUGLAS, LOUIS CALHERN, DEAN JAGGER AND NINA FOCH. *(Also Tim Considine · Screen Play by Ernest Lehman · Based on the novel by Cameron Hawley · Directed by Robert Wise · Produced by John Houseman)*

M-G-M is proud of "EXECUTIVE SUITE." It joins "KNIGHTS OF THE ROUND TABLE" and other Big attractions to glorify our 30th Anniversary Jubilee. It is good news for the entire industry.

Terre Haute

(Continued from page 1)

of a theatre pool stifle competition among Terre Haute first run theatres and substantially restrained the flow of films in the area, will have to be tried. The Department of Justice had asked that the agreement among the theatre owners be declared illegal on its face.

Named in the suit are Alliance Theatre Corp. of Chicago, Fourth Avenue Amusement Corp. of Louisville, Grand Theatres Corp., Tri-Theatres Corp. and Terre Haute Amusement, Inc., all of Terre Haute.

The court ruled in effect that the government now will have to prove its monopoly charges. Defense attorneys requested an extension of time before the case comes to trial. U. S. Attorney Jack Brown indicated that a specialist in the Justice Department's theatre anti-trust staff will direct the prosecution.

'Best Years' Slated For 18 Key Cities

Eighteen dates in key first-run houses of the United States and Canada, starting on Feb. 3 in Washington, have been set by James Mulvey, president of Samuel Goldwyn Productions, for the re-issue of "The Best Years of Our Lives." Other cities where the film is scheduled for February or early March include Miami, New Orleans, Boston, Denver, Kansas City, Baltimore, Atlanta, Toronto, Birmingham, Wichita, Houston, Calgary and Ottawa.

Promise to End Subsidies

(Continued from page 1)

ceived the assurances from Eric Johnston, MPAA president, in a telephone conversation before Johnston left Washington for Miami, Fla.

It was understood that the pledge does not encompass the new French pact, which was initialed by Johnston last summer, but which has hit snags in the spelling out of details.

"The gravest danger to American motion pictures in the foreign market is the growth of a pattern of subsidies," Arnall declared. "If subsidies continue to be granted to the foreign motion picture industry by the U. S. industry, a chain reaction will set in which ultimately will destroy the foreign market for American pictures. There is no reason why the U. S. industry should pay tribute for the privilege of doing business abroad. The grant of subsidy is extremely unwise, troublesome, hazardous and of questionable legality," he continued.

Cites Webb-Pomerene Act

"If the industries of some countries receive subsidies from us," Arnall argued, "how can we deny others in other countries the same treatment? I believe subsidies are contrary to the Webb-Pomerene Act. I believe subsidies are contrary to the pleas of our State Department. I'm glad that the Motion Picture Export Association and SIMPP are in agreement as to the opposition to subsidies at the expense of the American industry. I am delighted to have the assurance of Eric Johnston, president of MPAA, that there will be no subsidies included in future film negotiations and arrangements with foreign countries and their motion picture industries," he said.

Arnall went on to say that "the society will use all the means at its command to assist in the restriction and cessation of the unwise and ruinous trend towards subsidies of foreign motion picture industries by the American industry as the price of doing business abroad."

In his exposition, Arnall indicated that he regarded the granting of American dollars for the establishment of an agency to promote foreign pictures in the U. S., a subsidy, and would oppose the continuation of such a policy in a new Italian agreement, talks on which are slated to begin in March. In light of the subsidy provisions in the Italian and French pacts, Arnall argued, the Germans, Japanese and Indians are talking about subsidies. While in New York on Monday, Arnall, along with James A. Mulvey, chairman of SIMPP's Eastern distribution committee, met with Ralph D. Hetzel, Jr., MPEA vice-president, and Robert J. Corkery, assistant MPEA vice-president. Both Hetzel and Corkery expressed their opposition to subsidies in principle, Arnall stated.

May Appeal to FTC

Arnall indicated that a complaint may be registered by SIMPP with the Federal Trade Commission, or other governmental agencies if what he called the "pattern" of subsidies continues.

The SIMPP president said that within the next two months either he or Marvin Faris, executive secretary of the society, will go to Europe to set up contacts with importers there for the distribution of independent product abroad.

Kreisler World Tour

(Continued from page 1)

and techniques in each of the countries visited and will arrange for the presentation of unusual or artistic films to American audiences, either in theatres or by television.

He leaves here by plane on Friday for England, with France and Italy to follow, and is scheduled to return early in May from Nationalist China or Japan.

Report Italy 2nd to U.S. in World Gross

Worldwide boxoffice receipts for Italian films for the month of November totaled $2,213,300 (1,328,000,000 lire), or 17.11 per cent of the total for all countries, according to reports received here by Italian Films Export. American films, it was pointed out, again accounted for the bulk of the revenue—68.4 per cent. Italian films ran second to those from the U. S.

Sissle Joins WMGM

Noble Sissle, orchestra conductor, has joined radio station WMGM as a disk jockey. He is being heard five days a week, Monday through Friday, from 1 to 2 P.M. The deal was closed by Grace Rosenfeld.

'Jury Plan'

(Continued from page 1)

plays. He said that the "long, tedious" litigation involved in the "Miracle" case was repeated in the "La Ronde" case. "Let the public be the last arbitrator or judge with respect to motion pictures via a jury trial," the Senator said.

He proposed that film appeals be calendared within 10 days of a license denial by the Regents, that no public exhibition of the picture be permitted until the trial is held, and if the trial if not scheduled within 30 days, the film could be screened publicly. "Complete and unbridled censorship is as indefensible and undemocratic as complete and unbridled license," he declared.

Regents to Review Censor Statutes

Work on tightening up New York State's statutes dealing with "immorality" will begin tomorrow in Albany, where the state's Board of Regents is slated to begin a two-day meeting, it was learned here yesterday.

The monthly meeting will be the first since the U.S. Supreme Court decisions on "M" and "La Ronde," the latter the title of the film which had been banned by the New York Censor Board. Revocation of the ban on "La Ronde" is expected to be taken at either tomorrow or Friday's Board of Regents meeting in line with the Supreme Court ruling.

Meanwhile, Dr. Hugh Flick, director of the state censor board, stated that he expects to introduce a preliminary outline of his "category system" of censoring at the February Regents meeting. Under the "category system," as outlined by Dr. Flick, pictures would be put in four different types of classifications, ranging from "for the whole family" to permission to exhibit a picture "under very restricted conditions."

Queried on Enforcement

Asked about the enforcement provisions of his proposed system, Dr. Flick said that he had not decided on such provisions, but saw the possibility of state licensing of motion picture theatres with the license being revoked if a theatre failed to cooperate. He also saw the possibility of compelling all advertising of motion pictures in the state to carry the state imposed classification.

Greets Turkey President

Ayten Mehmed, 19-year-old secretary at United Artists here, as official representative of the Turkish Cultural Alliance, yesterday greeted President Celal Bayar of Turkey on his arrival in New York aboard the "Mauretania."





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To Glenn Dickinson–
Republic is proud and flattered at your appraisal of our World Premiere campaign on
JUBILEE TRAIL in New Orleans!

HERBERT J. YATES

WESTERN UNION

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HERBERT J YATES
REPUBLIC STUDIOS NORTH HOLLYWOOD CALIF
I JUST RETURNED FROM A TRIP TO NEW ORLEANS AND WAS LUCKY ENOUGH TO SEE THE WAY YOU HANDLED YOUR PREMIER ON JUBILEE TRAIL. I WAS RIGHT ACROSS THE STREET WHEN YOUR STARS AND YOURSELF LEFT THE ROOSEVELT, WATCHED THE PARADE GO BY THE SAENGER CORNER AND TURN SOUTH AND THEN WATCHED THE PARADE ARRIVE AT THE SAENGER AND THE PRESENTATION OF STARS. I WANT TO SAY: HERBERT, THAT THIS PREMIER WAS HANDLED WITH MORE SHOWMANSHIP THAN ANY I HAVE EVER BEEN PRIVILEGED TO WITNESS AND IT CERTAINLY MADE AN INDELIBLE IMPRESSION ON MYSELF AS I WATCHED THE SURGE OF ENTHUSIASM THROUGH THE CROWD. I THEN VIEWED YOUR PICTURE AND WAS IMPRESSED. HERES HOPING YOU DO IT AGAIN SOON.
GLEN W DICKINSON DICKINSON OPERATING CO INC
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HERBERT J. YATES
presented the

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of
JUBILEE TRAIL

SAENGER THEATRE — NEW ORLEANS

FRIDAY • JANUARY 15, 1954 • 8:30 P.M.

GREATEST AMERICAN DRAMA SINCE "GONE WITH THE WIND"!

Treasury

(Continued from page 1)

that these cuts be cancelled. After that, Humphrey said, they can see what they have developed in their general study of other excises.

Members of the COMPO delegation got the impression that Humphrey expected that any changes in excises other than the April 1 excises would be handled in a separate, later bill. Key members of the House Ways and Means Committee have indicated their idea would be to handle any new excise cuts, including any reduction in the admissions tax, in the same bill in which some of the April 1 excises are extended.

Humphrey indicated that he was well aware of the President's promise in the veto of the Mason bill to grant some relief but that he himself could not make any statement until the entire excise study was finished.

The industry officials promised to submit fresh information bringing the Treasury up to date on theatre closings, prices, shift of business from subsequent to first runs, and other matters.

Members of the COMPO delegation were: Col. H. A. Cole, Pat McGee, Sam Pinanski, Al Lichtman, Walter Reade, Jr., Wilbur Snaper, Al Sindlinger, Alfred Starr, Abram F. Myers and Robert W. Coyne.

Honor Red Buttons

B'nai B'rith youth organizations in Los Angeles, Schenectady and New York will present a plaque to television star Red Buttons at a meeting of the Cinema Lodge on Feb. 3 at the Hotel Astor here. Buttons is being honored for contributions to youth groups.

In Buffalo Publicity Post

BUFFALO, Jan. 26.—Phil Todaro, formerly manager of the Mercury Theatre, now being razed, has been named director of advertising and publicity at the Century Theatre, succeeding Earl Hubbard, resigned.



Enjoy the world's most luxurious air service
AT NO EXTRA FARE!

TWA's Ambassadors
nightly from
NEW YORK
LOS ANGELES
SAN FRANCISCO
via Chicago

Friendly lounge, superb cuisine, grocious hospitality in new, giant TWA Super Constellations. Sleeper berths at extra cost. See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS...
FLY TWA

'Met' Telecast

(Continued from page 1)

television production, it was added.

The joint statement said that the telecasts will be sponsored by the Metropolitan Opera Guild as a benefit for the Metropolitan Opera Association and a prominent local charity in each city where the telecast is shown. "By virtue of such sponsorships," the statement pointed out, "the opening night of the Metropolitan Opera season will become a great Coast-to-Coast theatre party through closed circuit television on a national basis."

Besides the entire opera, the first-night audience festivities featuring celebrities and fashions will be televised, it was added.

Wide Interest Reported

Langen Van Norden, president of the Metropolitan Opera Guild, joined Rudolf Bing, general manager of the Metropolitan, in heralding the deal. Van Norden pledged the support of the Guild's 60,000 members and stated that there had already been widespread interest reported to him from local charity organizations which hoped to join in the theatre party plan.

It was stated that the plan had been made possible through the generous cooperation of the national and local unions involved, including the American Federation of Musicians, IATSE, and the American Guild of Musical Artists. The Metropolitan management, it was added, in conjunction with TNT's production staff, is planning to use special television lighting in the opera house in order to assure the presentation of a theatre telecast "equal in quality to the stage event."

U.K. Attendance

(Continued from page 1)

case, there had been considerable improvement in the position from the last quarter of 1952 through the first quarter of 1953, when admissions ran between five and six per cent lower than the corresponding quarter a year earlier.

The box office gross for the third quarter of 1953 was put by the Journal at £27,590,000 ($77,252,000), which was 1.4 per cent lower than the corresponding 1952 quarter but 0.7 per cent higher than the second quarter of 1953.

The average admission price remained unchanged at 20.3 pence, according to the Journal.

The returns cover 4,537 theatres, namely 99 per cent of those known to be operating, and having a seating capacity of 4,179,000.

The Journal remarks it is encouraging to note that the number of British pictures registered in the October to December quarter rose to 39. That is the highest number recorded in a single quarter since the April-June period of 1949.

RKO Circuit Won't Fill Grainger Post

RKO Theatres' continued economy drive was seen as the reason for the recent resignation of Edmund C. Grainger as head of film buying and booking for the circuit. Duties of the post will be absorbed by others.

An RKO circuit spokesman said that Grainger's resignation is no indication of any large-scale personnel cut. Grainger said that after attending to private affairs for about another month, he would announce new plans.

Schine Installing 45 CinemaScopes

GLOVERSVILLE, N. Y., Jan. 26.—Forty-five theatres of the Schine circuit will be equipped for CinemaScope by March 7, according to circuit spokesmen. Twenty-four houses, including six in the Albany exchange territory, now have CinemaScope installations. Among them are the Mohawk and Rialto in Amsterdam and the Glove here, where the Schine headquarters are located.

Schine Divestiture Hearing Postponed

BUFFALO, Jan. 26.—Hearing on a motion by Schine Chain Theatres to extend the time and conditions for disposal of 25 theatres under the company's Federal consent decree has been adjourned by Federal Judge John Knight here until March 1 on consent of the government.

The chain, under a 1949 anti-trust judgment, was supposed to have disposed of 39 theatres in three years. Only 14 theatres have been sold, and the motion filed in Federal court here last July 24, asks modification of that order.

Appearing at yesterday's Federal court hearing here was trial attorney Joseph E. McDowell of the anti-trust division, Department of Justice. He said the government is conducting an intensive investigation into the theatre holdings of the Schine chain, in preparation for answering the motion. He declined to amplify on the nature of the investigation.

U-I Record Reported For 'Glenn Miller'

An all-time high for a Universal-International picture is reported for "The Glenn Miller Story" now playing at the Miami, Carib and Miracle theatres in Miami, where the world premiere engagement of the film is said to have topped by $11,000 the first week's record business of "The Mississippi Gambler" at the same three houses last January.

U. S. Air Force Citation For 'Glenn Miller Story'

WASHINGTON, Jan. 26. — A special citation of honor has been presented by the Air Force Association to Universal-International for its production of "The Glenn Miller Story." Presented to James Stewart, star of the film, by Gen. Carl A. Spaatz, national director of the AFA, the citation "pays tribute to Universal-International Pictures, producers of 'The Glenn Miller Story' for documenting the career of the late Glenn Miller, Major of the U. S. Air Forces, who gave his life in the service of his country."

Claremore Festival Greets 'Boy' Debut

CLAREMORE, Okla., Jan. 26.—Warner Brothers' "The Boy from Oklahoma," starring Will Rogers, Jr., and Nancy Olson, opened at the Yale Theatre here tonight. The premiere teed off a 651-theatre saturation booking campaign in the South and Midwest.

National Pre-Selling

"IN 'Money from Home,'" reports Ed Miller in "Seventeen's" February issue, "Jerry Lewis' latest comic creation is Virgil Yokum, the first man ever to wear bells on his trouser cuffs to warn small animals out of his way. He shares top honors in this comic romp with Honey Talk Nelson—Dean Martin—a gambler who always loses."

•

"'Hondo'," reports Phil Hartung in the February issue of "Woman's Home Companion," "is based on a historic incident which took place between the Apache Indians and settlers of the West." Hartung says, "It is a ripsnorting western, and exciting in 3-D."

In the same issue there are eye-catching color ads on "The Glenn Miller Story" and "Rob Roy."

•

"Thanks to the anamorphic lens of Hollywood's new CinemaScope, the age of chivalry is getting a new lease on life. It rises to new heights (and widths) in two color movies, 'Knights of The Round Table' and 'Prince Valiant'," reports "Life" now on the newsstands. "Both films deal with King Arthur, his famous round table and the doughty knights who sat around it."

•

Howard Hughes is the cover man on "Look's" current issue. On the eye-arresting cover with Hughes are some of the motion picture stars who performed in his productions.

The lead story in the issue written by Stephen White and titled "The Howard Hughes Story" will make interesting reading to a large segment of people in the motion picture industry. Seven pages are devoted to the first installment of the Hughes story, the next installment appearing in the forthcoming issue of "Look."

•

"Money from Home," "Rob Roy" and "Annapurna" are reviewed in the February issue of "Redbook."

Also in the issue are striking color ads on "The Glenn Miller Story" and "Rob Roy."

•

"Sex is sexier and art is artier in those wonderful Italian movies," reports Al Hines in the February issue of "Holiday." In a three-page story Hines says, "There are six good reasons why America has taken Italian films to its bosom—Anna Magnani, Gina Lollobrigida, Silvana Mangano, Marina Vlady, Alba Arnova and Rossana Podesta."

"Cosmopolitan's" cover girl on the February issue is Rossana Podesta, an Italian motion picture star. In addition, there are six pages devoted to Italian pictures in the issue.

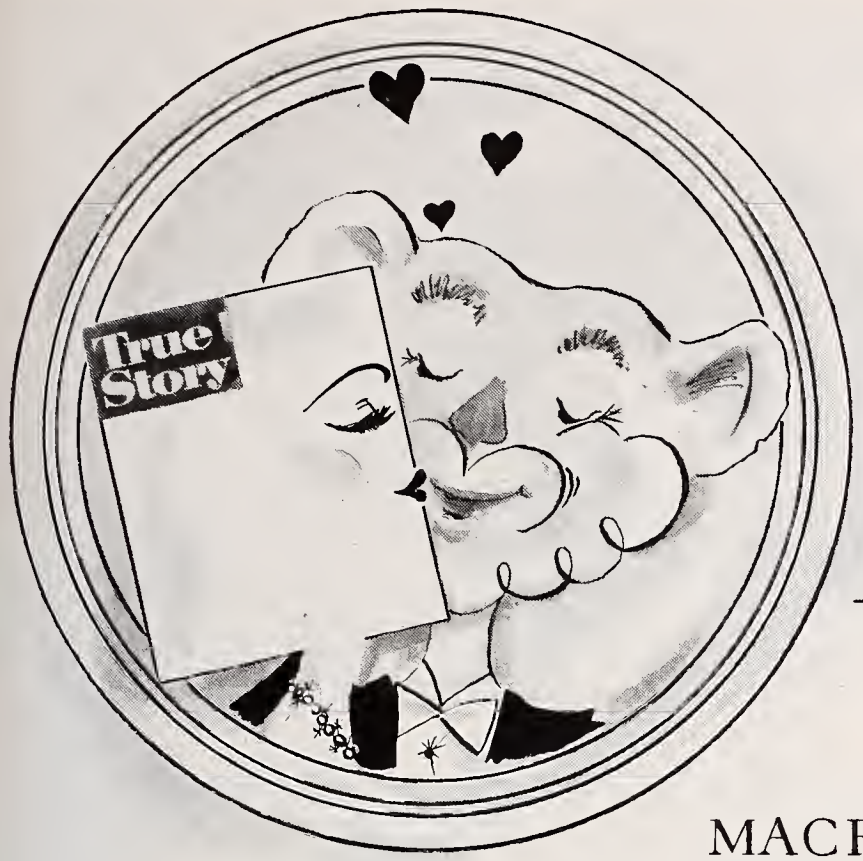
•

Both "Rob Roy" and "The Glenn Miller Story" are represented by eye-catching color ads in "McCall's" Febuary issue in addition to a table of contents ad on "Knights of the Round Table."

•

"Shane" was chosen the best picture of 1953 by "The Commonweal," the Roman Catholic weekly magazine. "The Commonweal" says, "Shane tells an upbeat story that insists that man must stand up and fight for what he believes."

WALTER HAAS



We Love You Leo!

MACFADDEN PVBLICATIONS·INC.

205 EAST 42. ST. NEW YORK 17. N.Y.

January 1954

Dear Leo:

We hear that you and all the gang at M-G-M are staging your Thirtieth Anniversary Jubilee this month!

TRUE STORY...one of the great monthly magazines carrying your very effective Picture of the Month Column...joins with the industry in extending to you, and Metro, our heartiest congratulations on thirty years of pioneering and leadership in the motion picture business.

We at TRUE STORY are truly proud to have played a part during the past twelve years in helping you herald so many memorable M-G-M films and stars. We're proud, too, Leo, that we've been able to supply you with an eager audience of over 4,500,000 young, movie-going, movie-boosting women not reached by other magazines! It's not false flattery when we say that these gals really go for--and to--your pictures!

And, as in the past, the nation's picture-going public will look to you and your talented pals at Metro for the top entertainment value that has so long been synonymous with M-G-M pictures.

Along this line, Leo, TRUE STORY looks forward to joining you in telling our vast audience of the great motion picture entertainment you have in store for them during 1954 and the coming years.

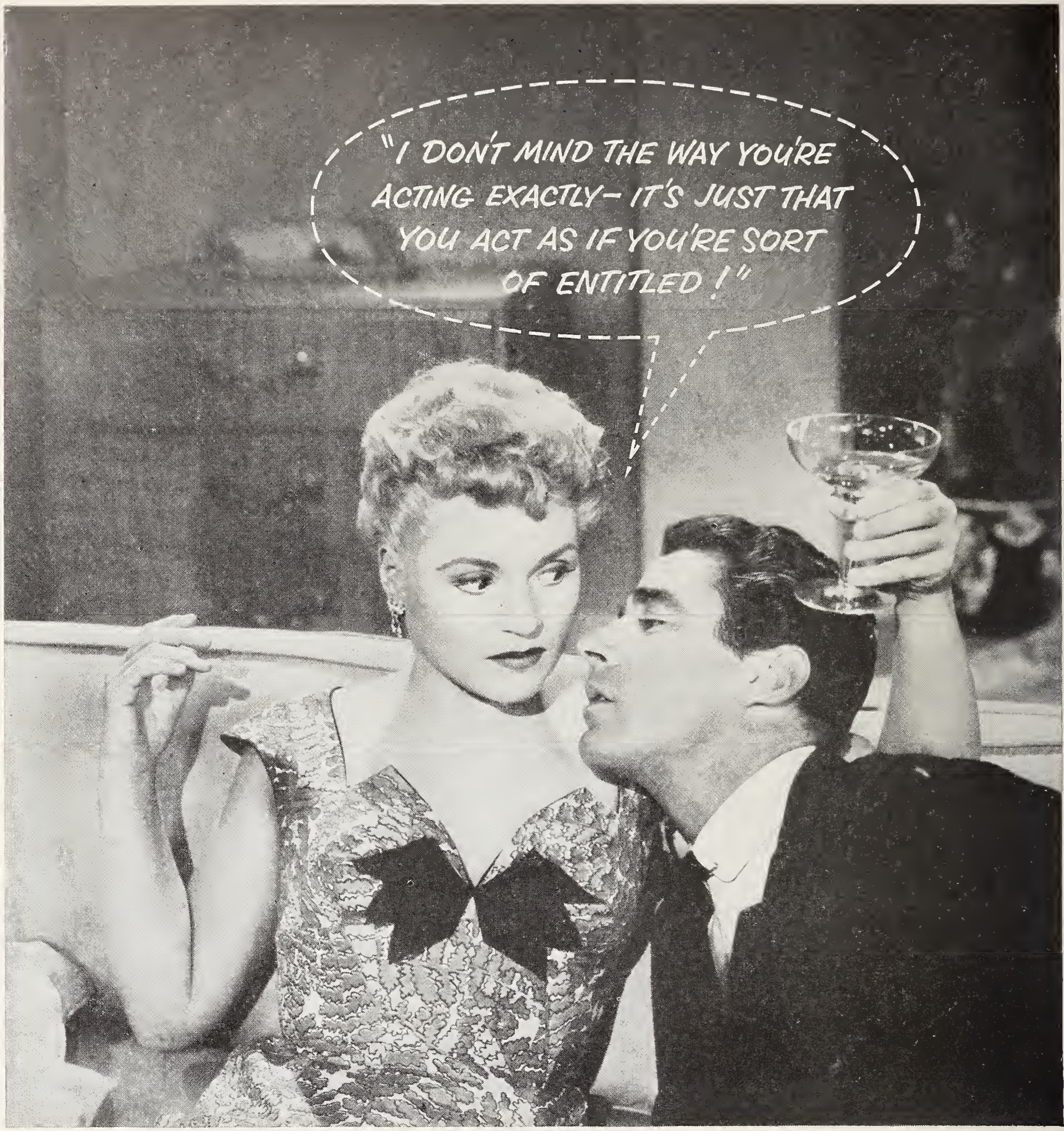
So, our sincere congratulations to you, Leo, long may you roar!

Cordially yours,

I. S. Manheimer

I. S. Manheimer
President





The crazy-mixed-up "Born Yesterday" cutie . . . in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 19 NEW YORK, U. S. A., THURSDAY, JANUARY 28, 1954 TEN CENTS

5% Wage Boost

Studios, A.F.M. Agree on New 4-Year Pact

6 Companies Sign; RKO, Rep. to Act Separately

MIAMI BEACH, Jan. 27.—An agreement providing for a four-year extension of the present contract between most major Hollywood producing companies and the American Federation of Musicians, and calling for a five per cent wage increase for studio-employed musicians, was reached here early today.

All other conditions in the existing contract are unchanged. James C. Petrillo, president of the A. F. of M. told newsmen on Tuesday that he would ask for a 20 per cent increase in wages for studio musicians and

(*Continued on page* 4)

'Redbook' Citations On CBS-TV Tonight

Six producers tonight will receive the 15th Annual Movie Awards of "Redbook Magazine" on a special hour-long Coast-to-Coast telecast of the CBS Lux Video Theatre, which is scheduled in the New York area on the CBS television network from 9 to 10 P.M.

The awards this year will go to: William Wyler, for the best comedy, "Roman Holiday"; Frank Ross, for the best spectacle, "The Robe"; George Stevens, for the best western, "Shane"; Buddy Adler, for the best drama, "From Here to Eternity"; Jack Cummings, for the best musical, "Kiss Me Kate," and Walt Disney, a special award for "The Living Desert."

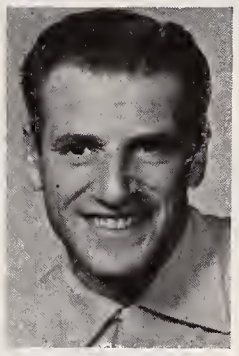
Lutkin to Succeed Gaudreau at RKO

Fred Lutkin has been named business manager of the advertising-publicity and exploitation departments of RKO Radio by Mervin Houser, Eastern director of advertising, publicity and exploitation.

Lutkin succeeds Lou Gaudreau, who resigned to join the Walt Disney organization in an executive capacity, and will start his new duties on Monday. Lutkin joined RKO in 1930 in the purchasing department and since 1946 has been assistant to Gaudreau.

'Tailored' Role of Independents Today Cited by Kramer

The independent producer in today's market must put out a "hand-tailored production, concentrating his full energies on the single picture, from its inception to its final exhibition stages, Stanley Kramer, independent producer, said here yesterday.



Stanley Kramer

Kramer, who was one of the guest speakers at the Associated Motion Picture Advertisers luncheon at the Hotel Piccadilly, told of the challenge in attempting to translate a book to the screen. In his brief address, he related the job that had to be performed in winning over the U. S. Navy in favor of his latest production, "The Caine Mutiny," his final

(*Continued on page* 4)

WB in Release Deal For TV's 'Dragnet'

HOLLYWOOD, Jan. 27.—The radio and TV feature "Dragnet" will be produced as a theatrical picture and released by Warner Brothers under a deal completed here by Jack L. Warner and Stanley Meyer of Mark VII, Ltd., and Jack Webb.

Webb will direct and star in the film production and Meyer will produce. "Dragnet" will be filmed in color and will go before the cameras within 90 days.

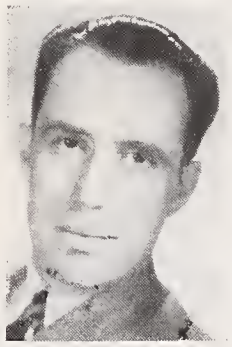
Advises 'M' Not Be Shown to Children

CLEVELAND, Jan. 27.—Exhibitors who show the picture "M" are advised by Independent Theatre Owners of Ohio in a current bulletin to "discourage the attendance of children." "If laws do not permit you to exclude them," the bulletin counsels, "simply do not sell children's tickets." It also suggests that theatre ads state "Not Recommended for Children," rather than "Adults Only."

Ohio is now licensing the film for exhibition, its previous censorship ban having been upset by the recent Supreme Court decision.

Pola-Lite Realigns Its Selling Staff

With the current release of quality 3-D product from several major distributors, the Pola-Lite Company, manufacturers of 3-D glasses, has realigned its sales and service staff, Al O'Keefe, vice-president in charge of distribution, announced yesterday.



Al O'Keefe

Now active on sales will be A. E. Cates, national field supervisor; James Gray, director of foreign sales, and Seymour Moses, Eastern exhibitor contact. For

(*Continued on page* 4)

Feud Brewing?

See MPA, SIMPP at Odds On Foreign Subsidy Issue

A major battle on the subsidy issue appears to be looming between the Motion Picture Association of America and the Society of Independent Motion Picture Producers.

The lines of the conflict became visible following the expressions of "surprise" from MPAA quarters that MPAA president Eric A. Johnston could have given "assurances" that there will be no subsidy in any future film deals with foreign countries. Ellis G. Arnall, SIMPP president, said he had received such "assurances" from Johnston on Monday.

Arnall, in telling the trade press of Johnston's purported pledge, made it clear that SIMPP would challenge any deal in the future which carried a subsidy provision. Arnall also indicated that the challenge might very well take the form of a SIMPP plea to the Federal Trade Commission or another government agency to investigate the legality of the subsidy.

Johnston, who returns to Washing-

(*Continued on page* 6)

Sees 10% Top

Martin Voices Hope for Cut In Excise Tax

Other Lawmakers See Chance of Greater Cut

WASHINGTON, Jan. 27.—The outlook for the industry to get a reduction in the admissions tax at least to 10 per cent improved greatly today when House Speaker Martin (R., Mass.) said he hoped Congress this year could cut to 10 per cent all excises above that level.

Martin's statement aroused considerable enthusiasm among both Republicans and Democrats. Rep. Kean (R., N. J.) said he thought the House Ways and Means Committee would approve the change "if the Treasury doesn't object too strongly."

Some other lawmakers said they

(*Continued on page* 6)

RKO Pictures Wins 'Referee' Phase

RKO Pictures' opposition to the appointment of a referee to examine the "bona fide" nature of the Castleman minority stockholders' suit was upheld here yesterday by the Appellate Division of the Supreme Court of New York.

However, the court declined to stay the New York action brought by minority stockholders Louis Schiff and Jacob Sacks, as requested by RKO Pictures pending the outcome of the Castleman action now in Nevada courts.

The court rejected the appointment of a referee as ordered by Supreme Court Judge DiFalco, stating that there is no present basis for any such move in the Castleman suit.

Slate Regional Units For Stereo Tests

Regional committees to set up and judge stereo and "mixer" sound tests will be established, it was learned here yesterday, as initial steps to form committees were taken by Walter Reade, president of Theatre Owners of America.

Committees will be formed in the East, West, South and Midwest, each

(*Continued on page* 4)

Personal Mention

ARTHUR KRIM, president of United Artists, will leave New York tomorrow for the Coast.

•

BARNEY BALABAN, president of Paramount Pictures, and Y. FRANK FREEMAN, studio vice-president, returned to New York yesterday from Miami.

•

ALFRED DAFF, vice-president of Universal Pictures, is due here from the Coast today.

•

ROBERT WEITMAN, vice-president of American Broadcasting - Paramount Theatres, is on the Coast from here.

•

JOHN DAVIS, of the J. Arthur Rank Organization in London, is due in New York today from Toronto.

•

DAN S. TERRELL, M-G-M publicity manager, will leave for the Coast by plane Monday.

•

NATHAN YAMINS, Fall River, Mass., exhibitor, is vacationing in Florida.

•

JOSEPH VOGEL, vice-president of Loew's, Inc., is in Florida from New York.

•

ARTHUR SCHOENSTADT, president and chairman of the board of H. Schoenstadt & Sons Theatres, Chicago, has been elected a director of the National Bank of Hyde Park in that city.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., and MRS. SILVERSTONE, will arrive here by plane on Saturday from the Coast, completing a world trip.

•

MRS. ILENS BOTWICK has been named secretary to A. C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, succeeding PAULA BIRD, who has resigned.

•

ED SMITH has been transferred from the managership of the Palace Theatre, Tampa, to the Florida State in St. Petersburg. DON HONCOMB will replace him at the Palace.

•

ALFRED L. MENDELSOHN, Universal Pictures New York radio and TV publicity contact, left here Wednesday with MRS. MENDELSOHN for Bermuda.

•

MRS. MYRA PACE has resigned from the Paramount accounting department in Atlanta to prepare for the birth of her first child.

•

JOHN HARRELL, buyer for Martin Theatres, and HAP BARNES, of the ABC Booking Service, have returned to Atlanta from New Orleans.

Broidy Re-Named

HOLLYWOOD, Jan. 27.—Steve Broidy, president of Allied Artists, was reelected president of Temple Israel of Hollywood following a meeting of the board of directors.

More Than 700 Sign For Drive-in Meet

Registrations for the National Allied Drive-in Theatres Association's first annual convention in Cincinnati next week already has passed the 700 mark and probably will total 750 by the time the conclave opens on Monday, Allied president Wilbur Snaper said here yesterday.

The number of registrations exceeds all expectations, Snaper said, pointing out that the association executives did not expect more than 400 to attend when the event was first planned. The annual convention of I. T. O. of Ohio will be held concurrently.

Following the conventions, the national Allied board will hold a three-day session at which plans for the new year will be mapped out.

George Murphy, M-G-M actor; Alex Harrison, of 20th Century-Fox, and Al Boudouris, of the Theatre Equipment Co., Toledo, have been added to the group of speakers to be heard at the Drive-in convention.

Murphy will extend the greetings of Hollywood to the delegates. Harrison will talk on CinemaScope and Boudouris will discuss the possibilities of CinemaScope as applied to drive-ins.

Navy Toppers Invited To 'Water' Premiere

Among those invited to the premiere of "Hell and High Water," 20th Century-Fox CinemaScope production which will open at the Roxy Theatre here on Feb. 1, are top ranking Navy officers stationed in the Metropolitan area and at the New London submarine base.

Among the officers invited to the opening, which will benefit the March of Dimes campaign, are Rear Adm. Roscoe H. Hillenkoetter, Rear Adm. George C. Crawford and Capt. John E. Lee.

'Toast' on Feb. 14 To Salute M-G-M

Ed Sullivan's "Toast of the Town" TV show on Feb. 14 will salute Metro-Goldwyn-Mayer's 30th anniversary, with top M-G-M stars slated to appear on the program.

In addition to the stars, the show will highlight clips from the studio's anniversary productions, including "Knights of the Round Table," "Executive Suite," "Rose Marie," and "The Long, Long Trailer."

Trambukis Promoted

William Trambukis, manager of Loew's Theatre, Harrisburg, Pa., has been assigned to Loew's Theatre in Providence, succeeding Larry Levy, who has resigned to enter public relations. William Riding, assistant manager of Loew's Capitol, Washington, was named to succeed Trambukis as manager of the Harrisburg house.

French Film to World

"Sins of Paris," French production with English titles, will be the next attraction at the World Theatre here. The Arthur Davis presentation is being released by Arlan Pictures.

41 U.K. Cities Order C'Scope Equipment

LONDON, Jan. 27.—CinemaScope equipment will have been installed in 41 cities and towns in the United Kingdom by the end of March.

In some cities more than one theatre is being equipped. In Hull, for example (pop. 330,000), eight theatres are scheduled to open with CinemaScope on Feb. 22.

Distributors to See Recruiting Subject

Charles Boasberg, RKO Radio general sales manager and head of the motion picture distributors sales managers committee, led a contingent of managers and sales representatives to Washington yesterday for lunch with Secretary of Defense Charles Wilson at the Pentagon. Following the lunch they viewed a 10-minute short entitled "The Price of Liberty," which concerns recruitment of women into the armed services. The distributors will be asked to release the film just as they released a similar short last year.

There were 16 industry officials as guests of Secretary Wilson, who expressed, through them, his thanks to the industry for its past aid in fostering recruitment of women into the services.

"The Price of Liberty" was produced by Andy Gold of Warner Pathe. Gold also was present at the luncheon.

The Council of Motion Picture Organizations some time ago agreed to assist in the distribution of the film this year, as it did for the similar short last year.

Bard Better in Films, Says TV Columnist

CHICAGO, Jan. 27.—The "Chicago Tribune" television columnist, Larry Wolters, reporting on Sunday's telecast of "Richard the Second," winds up a favorable review with a bow in the direction of the moving picture, saying, "There were times when even a 21-inch screen gave Shakespeare a peep-hole effect. The Bard of Avon's works will continue to be seen at their best on the stage and in the movies. Welcome as they are on TV his plays can't, as yet, be done as well in this newer medium with its limitations of size."

One Shakespearean film, "Julius Caesar," is playing two-a-day at the Selwyn here, and another, "Hamlet," now being reissued, has been booked into the Surf for its first Chicago showing at popular prices.

Oklahoma Allied Will Meet Mar. 9-10

OKLAHOMA CITY, Jan. 27.—Allied States Association of Motion Picture Exhibitors of Oklahoma will hold its second annual convention at the Biltmore Hotel here on March 9 and 10. Glen Thompson is president of the association, formerly Allied Theatre Owners of Oklahoma.

Bingo Bill in N. J.; Effect on Theatres Worries Allied

A New Jersey bingo bill which would permit the game to be played in the state on the basis of local option is of serious concern to Allied Theatres of New Jersey which will plan its strategy after the measure has been written. The bingo action was passed by referendum at the last election.

The bingo situation, and its possible effect on theatres, was discussed by N. J. Allied at a membership meeting in Trenton this week. The session, in part, was attended by more than 20 state senators and assemblymen as well as the new Secretary of State, Edward Patten.

The New Jersey Allied unit reaffirmed national Allied's position on CinemaScope; that is, that exhibitors should not be forced to install stereophonic sound. The unit also gave its instructions to its delegates who will attend the national Allied board meeting in Cincinnati next week.

Snaper to Address AMPA School Today

Wilbur Snaper, president of Allied States and president of Allied Theatre Owners of New Jersey, today will discuss "Trade Associations' Importance in Community and Industrial Affairs" at the Showmanship School conducted by Associated Motion Picture Advertisers.

The session will be held in the home office prevue theatre of Columbia Pictures this evening.

Michael Cullen, 55; Loew's Executive

Michael J. Cullen, 55, Southern and Western division manager for Loew's Theatres, died suddenly yesterday in Tucson, Ariz., from a coronary thrombosis. He had been convalescing and vacationing in the Arizona resort city from a virus attack.

Cullen joined Loew's in 1928 as manager of Loew's State Theatre in Providence, R. I. Subsequently, he managed theatres in Washington and Pittsburgh. During World War II, he was a major in the Army Specialists Corps. He leaves a widow, Fay, and a brother, Benjamin, of Teaneck, N. J. The remains will be at the Smith & Smith Funeral Home, Newark, N. J.

Hal Howard, 49

NASHVILLE, Jan. 27. — Hal Howard, 49, city manager for the Crescent Amusement Co. in Madisonville, Ky., died at a local hospital while being prepared for an X-ray. Howard formerly was associated with Warner Brothers, Malco Theatres and Paramount.

New B.F.P.A. Secretary

LONDON, Jan. 27.—Peter E. Taylor, an accountant, has been named general secretary of the British Film Producers Assn., replacing Edward Wingrove, resigned.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

HISTORY AGAIN!

A MASS-BOOKING PATTERN NEVER BEFORE ACCOMPLISHED WILL BE DEMONSTRATED THIS WEEK WITH WARNERS'

651

SIMULTANEOUS SHOWINGS OF



"The Boy From Oklahoma"

COLOR BY WARNERCOLOR

CO STARRING NANCY OLSON

WITH
LON CHANEY · ANTHONY CARUSO
WALLACE FORD · MERV GRIFFIN · SLIM PICKENS
SCREEN PLAY BY
FRANK DAVIS · WINSTON MILLER
FROM A SATURDAY EVENING POST STORY
BY MICHAEL FESSIER
MUSIC BY MAX STEINER · PRODUCED BY DAVID WEISBART
DIRECTED BY **MICHAEL CURTIZ**

AFM Pact

(Continued from page 1)

an increase in employment from the present 45 musicians per studio to 55.

RKO Radio and Republic Pictures are not included in the contract agreed upon today and the two are to negotiate separate agreements with the union.

Six producing companies signed the agreement, it was announced by Petrillo and Nicholas M. Schenck, president of Loew's, in a joint statement. The six are: Columbia, Paramount, 20th Century-Fox, Loew's, Universal and Warners.

Representing the companies in the negotiations which were begun here Monday evening were, in addition to Schenck; B. B. Kahane, Barney Balaban, Y. Frank Freeman, W. C. Michel, Fred S. Meyer, John J. O'Connor, Morris Weiner, Sam Schneider, Edmond L. dePatie, Charles Boren and Alfred P. Chamie.

Johnston Holds Talks With Company Heads

MIAMI, Jan. 27.—Conferences between Eric A. Johnston, president of the Motion Picture Association of America, and company presidents were held here between sessions of the company presidents and representatives of the American Federation of Musicians.

It was learned that the company heads, in conjunction with Johnston, took action on the Cuban film tax situation. Whether a formal MPAA board of directors meeting was held here could not be ascertained, nor could it be learned whether any further action had been taken on "The French Line" controversy. Johnston and MPAA's legal counsel, Sidney Schreiber, were due to return today to Washington and New York, respectively.

Agree on Site for Central Shipping

A site for a central shipping depot to be utilized by eight distributors in New York has been selected by a committee within the distributors' committee of the Motion Picture Association of America. The location of the depot is being withheld pending the approval of both the lease and the project itself by the whole committee. Action will be taken at a committee meeting here next Tuesday.

If the central shipping plan is approved by the distribution heads at Tuesday's session, a separate corporation will be set up to administer the physical handling of the various companies' prints.

M-G-M Is Cited By Mexican 'Legion'

MEXICO CITY, Jan. 27.—M-G-M was awarded the diploma which the Mexican Legion of Decency bestows annually on the foreign company that produces and releases films deemed most moral here during the year. The award was received by Carlos Niebla, local Metro manager, at a ceremony in Televicentro, the radio-video hall here.

The Legion also awarded the Cine Roble, local theatre, a diploma for exhibiting pictures in the same category. The Roble plays M-G-M pictures mostly.

'Riot' First 3 Weeks Slates 500 Playdates

Not less than 500 playdates in its first three weeks have been set for Allied Artists' "Riot in Cell Block 11," vice-president Morey R. Goldstein yesterday disclosed. The Walter Wanger production will world-premiere on Feb. 18 at the Mayfair Theatre here. The film will open at Detroit's Capitol and in 30 Butterfield circuit houses the next day. More than 160 houses in the Southwest will open the picture Feb. 25 and 150 in the Boston area will present it the same day.

Asks Halt to Mexico Theatre Building

MEXICO CITY, Jan. 27. — The local exhibitors union asked President Adolfo Ruiz Cortines and the city government to refuse all applications for permits to build cinemas. The union contends that 150 theatres are too many for this city which, though its population exceeds 3,500,000, the cinema public is not more than 10 per cent of that number.

Theatre operating costs have increased 400 per cent in recent years, business is not good for all exhibitors, and the admission price ceilings of 34 to 46 centavos make grosses less, the union said.

Robbins Will Head 'Brotherhood' Group

Burton Robbins, assistant to the president of National Screen Service, has accepted chairmanship of the accessories committee for the motion picture industry's 1954 Brotherhood Week campaign, which will be conducted from Feb. 21 to 28, backed by the slogan, "Let's Get Together for Brotherhood."

Four Honored for Aid In Making UJA Film

HOLLYWOOD, Jan. 27. — Jack Karp, William Meikeljohn, Ellsworth Hoagland and Irvin Talbot today received awards for their cooperation in the production of the United Jewish Appeal film, "Journey to Tomorrow," which was pronounced a "tremendous aid" in the 1953 UJA campaign.

Scanlon to UPA as Financial Consultant

HOLLYWOOD, Jan. 27.—Ernest Scanlon, former Selznick and RKO Radio executive who is now Los Angeles consultant for Cinerama, has become associated with United Productions of America as financial consultant, it was disclosed today by Stephen Bosustow, UPA president.

'Scope in Spokane House

SPOKANE, Jan. 27.—CinemaScope equipment is being installed at the Post Street Theatre here. Included are a new screen and screen frame, new curtain, anamorphic lens and a new stereophonic sound system.

Hartford Prices Up

HARTFORD, Jan. 27.—Downtown first-run theatres here, both circuit and independent, have increased adult evening admission prices from 74 cents to 80 cents.

Sees Books Assuring 'Pre-Sold' Audience

The advantage of a pre-sold audience, running into millions of people, accruing to a picture which is based on a "best-seller" book was underlined here yesterday by Paul Lazarus, Jr., vice-president of Columbia Pictures, in an address at a luncheon meeting of Associated Motion Picture Advertisers, Inc., held at the Piccadilly Hotel.

Lazarus, speaking on the topic, "Great Books Make Great Movies," listed other advantages resulting from the association of the motion picture and book industries. Among them, he said, are that publishers are very promotional-minded, highlighting the pictures based on the particular books, in addition to putting out pocket books in many instances, and thereby creating further interest in the particular pictures.

Cites Three Instances

He went on to say that the tie-up is of mutual benefit to the publishers, with many books reappearing on the best-seller lists once the book is made into a picture. Lazarus also pointed out the numerous big grossing pictures that have been based on books, singling out "Gone With the Wind," "The Robe," and "From Here to Eternity."

Douglas M. Black, president of the American Book Publishers Council and also president of the publishing house of Doubleday, also spoke. Black, heading a group of publisher guests, described the troubles faced by the book publishing industry, presented by such competing media as radio and TV.

Despite those who forecast that the competing media would ruin book publishing, he said, the industry has continued to thrive. He praised the industry for resisting pressures of censors to "review in advance" motion pictures, stating that the motion picture industry, like the publishing industry, must courageously face up to its responsibility and resist censorship.

Publicists Absent

Attendance suffered somewhat due in part to the refusal of some film company publicists belonging to the Screen Publicists Guild to attend. Their action was described as a protest against Columbia's rejection of S. P. G. proposals in current contract negotiations.

Restrict Wide-Screen At Cannes Festival

PARIS, Jan. 27. — This year's Cannes Film Festival, to be held March 25 to April 9, will restrict showings in wide-screen processes. The Festival theatre has been equipped with a wide-screen and stereophonic sound but films intended for normal size screens will not be shown on wide-screens.

The budget for the Festival has been cut 1,000,000 francs to 17,000,000 francs from last year's appropriation.

'Sunday' Plea by P-TA

HENDERSON, Tenn., Jan. 27.—The city commission here has been petitioned by the Chester County High School Parent-Teachers Assn. to permit the showing of motion pictures on Sundays "to provide recreation for youngsters." It has been agreed to hold a vote on the question.

Kramer Cites

(Continued from page 1)

release for Columbia before entering on his new United Artists deal. He also mentioned his plans for "Not As a Stranger," based on the book of the same title, which will be released through UA. That, too, Kramer pointed out, deals with a controversial theme, that of medicine.

Following the meeting, Kramer told of his "hand-tailored" viewpoint for independents, explaining as an example that he expects to travel around the country speaking at book clubs, telling audiences of his production plans for "Not As a Stranger."

Regarding financing, Kramer said that UA virtually has taken over complete financing of the picture, acting as guarantor for production money. As to new mediums, Kramer said he would use CinemaScope or any other technique if the story lends itself to such treatment, adding that "Not As a Stranger" will be done in conventional form.

Stereo Tests

(Continued from page 1)

taking over the operation of the test in the particular region. Meanwhile, Reade has forwarded a proposed list of exhibitors, five in each territory, to 20th Century-Fox, the company which has agreed to conduct the experiment for its CinemaScope productions. The slated meeting between Reade and 20th-Fox representatives, originally slated to take place this week, has been postponed until next week due to the 20th-Fox sales meet, which opens today.

The composition of the committee, which will include exhibitors named from both sides, in addition to equipment representatives and officials of other companies also producing in CinemaScope, will include trade press representatives, according to a 20th-Fox spokesman.

Pola-Lite

(Continued from page 1)

the past eight years Moses was associated with Loew's International.

The company's service department has been augmented by Miran Aprehamian, director of quality control at the company's plants, and Robbie Robbins, home office exchange sales contact with the 33 key city branches of National Film Service affiliates, distributors of the Pola-Lite 3-D glasses.

"Sales of our 3-D glasses," O'Keefe, said, "have shown considerable improvement in many exchange cities. This upswing in business can be attributed to the current national playoff of such quality 3-D product as Warners' 'Hondo,' Columbia's 'Miss Sadie Thompson,' Paramount's 'Cease Fire,' M-G-M-'s 'Kiss Me Kate' and other 3-D releases."

Asks Upped Scale For Mexico's First 3-D

MEXICO CITY, Jan. 27. — Santiago Reachi, president of Posa Films, has petitioned President Cortines for permission to charge 70 centavos for "The Courage to Live," Mexico's first 3-D picture.

Reachi claimed that the country's ceiling admission price of 46 centavos was the lowest in America.



We are sincerely grateful
to the
Editors of Redbook Magazine
for honoring us with their
1953 Silver Trophy Award
for
"THE LIVING DESERT"
our *First*
Feature-Length True-Life Adventure
and other films in this series.

WALT DISNEY AND STAFF

Excise Tax

(Continued from page 1)

thought the committee might even go beyond the Martin plan and cut some excises lower than 10 per cent.

The fact that the drive will be on to cut many other excises, in addition to the admissions tax, will serve to make it harder for the industry to cut the admissions tax below 10 per cent, however. The Ways and Means Committee will be seeking to hold down the total revenue loss, and if more tax cuts are given other industries, the less the committee is likely to feel it can go all the way for repeal of the admissions tax. Reduction to 10 per cent of all excises now above that level would cost the Treasury about $950,000,000 a year, it is estimated.

Martin repeated a statement made over the weekend that he didn't feel any industry should have to bear an excise tax burden of more than 10 per cent.

Stelings on Board of Carolinas T.O. Unit

CHARLOTTE, Jan. 27.—Ernest Stelings, partner in the new Essantee Theatre Corp., has been named to the board of directors of the Theatre Owners of North and South Carolina. He was named by the board to replace H. H. Everett, who recently sold his theatre interests to Essantee and retired from the industry.

The board also voted to hold a summer get-together, probably in May. The annual convention will be held in November.

Sparling Production Director of ASC

MONTREAL, Jan. 27.—Gordon Sparling has been appointed director of production for Associated Screen News by president Paul Nathanson. Sparling for many years has produced the "Canadian Cameos." He previously was with the Canadian Motion Picture Bureau and was on the production staff of the Paramount studio in Hollywood.

'Banana' to Bow Feb. 19

United Artists has scheduled the world premiere of the film version of "Top Banana" for Feb. 19 at the Victoria Theatre here. Filmed in the format of the Broadway musical show, the picture stars Phil Silvers and the principals in the cast of the original stage production.

Steinberg to Texas

Herb Steinberg, Paramount publicity director, will leave New York today by plane for Austin, Tex., to supervise activities for the world premiere of "Red Garters" there on Monday, and the area openings in San Antonio, Houston, Dallas, and Fort Worth, later.



Reviews

"Top Banana"

(Popkin-United Artists)

IF your audiences have been asking for "something different," here it is. In fact, it's so different that it fits that old bromide, paraphrased, "You don't have to be crazy to enjoy this picture, but it helps."

As it was filmed almost as it was presented on the stage, no effort was made to build lavish sets. The audience is aware at all times that the sets are stage "props" and that the action takes place between the prosceniums. And the effect is novel, to say the least.

The age groups who can remember burlesque as it once was may get a greater kick out of "Top Banana" than those of a more recent era. However, that is said conservatively, because many in the latter bracket who saw the preview were loud in their praise. Perhaps the older folks were reacting from nostalgia while the others apparently were seeing something new to them. In any event, the picture was made strictly for laughs and it has achieved its purpose.

A "top banana" in burlesque lingo is a star comedian. In this case, he is Phil Silvers who portrayed the same role in the stage version, as did most of his stooges in the supporting cast. The story line is not necessary to describe, because whatever it is, is just a gimmick to hold together the fast pace of action and gags and routines so familiar to the burlesque fans of old. It is rapid-fire from beginning to end with hardly a straight or sensible line of dialogue. The production numbers are well handled and the picture is enhanced by color by Color Corp. of America.

Silvers gets good support from Danny Scholl, Rose Marie and Judy Lynn. The picture was produced by Albert Zugsmith and Ben Peskay and was based on the Broadway musical as presented by Paula Stone and Mike Sloane. The screen version was by Gene Towne and music and lyrics by Johnny Mercer.

Others in the cast are Jack Albertson, Johnny Coy, Joey Faye, Herbie Faye, Walter Dare Wahl, Bradford Hatton, Dick Dana, Johnny Trama, Gloria Smith and George Marci.

Running time, 100 minutes. General classification. For February release.

AL STEEN

"Gypsy Colt"

(M-G-M)

A SINCERE and understanding story of the love of a girl for her pet colt has been made into an excellent film for juvenile and family audiences. The story is by Eric Knight, who wrote the original on which "Lassie Come Home" was based and it is beautifully played by young Donna Corcoran in her first starring role, and has impeccable support by Ward Bond and Frances Dee, as her parents. Equally praiseworthy is the contribution of the horse and its handling before the camera.

In a drought-ridden region where money is at a premium, Ward Bond and Frances Dee are loath to tell their young daughter that her four-footed pride, Gypsy, has been sold as a potential race horse. The little girl takes the news intelligently and when the horse twice breaks away from his new owners to return to her, she admonishes him before he moves 500 miles away to a race track. But even with such a distance between them, Gypsy cannot forget her and once more breaks away and begins his tortuous journey back. The rest of the film details his adventures with a group of cowboys, some wild motorcyclists and a little Mexican boy, not to mention a variety of terrain. The haggard and exhausted horse returns home in time to meet the drought-breaking rain.

Martin Berkeley wrote the screenplay. Sidney Franklin, Jr., and William Grady, Jr., co-produced with Andrew Marton directing. Running time 72 minutes. General classification. Release date, April 2.

"Beachhead"

(United Artists—Aubrey Schenck)

REALISTIC locations, good performances by such principals as Tony Curtis, Frank Lovejoy and Mary Murphy, sequences of stirring action and the menacing aspect of jungle warfare with the Japanese enemy in the jungles of the Solomon Islands in the last war, give this drama of U. S. Marine action and romance a good rating for audiences partial to adventuresome drama.

The story is that of a mission of four Marines, headed by Sergeant Lovejoy, who made a diversionary attack on a small island near Bougainville to get plans on Jap minefields from a French planter. Two of the Marines, Skip Homier and Alan Wells, are killed off early in the mission, leaving Curtis and Lovejoy to carry on. The success of the team is jeopardized by antagonism between the two, with Curtis blaming his sergeant for the high losses suffered by his outfit on Guadalcanal.

The hard feelings are intensified when they come upon Mary Murphy, daughter of the planter, who leads them to her father. Both Marines develop a strong attachment for the girl, who responds most to Curtis. In the process of getting back to the American lines, Miss Murphy's father is killed and Curtis and Lovejoy emerge with new mutual respect for each other.

Others in the cast include Eduard Franz, as Miss Murphy's father; Steamboat Mokuahi, as a Malanesian whose antipathy for the Americans is exceeded only by his hatred of the Japanese; Sunshine Akira Fukunaga, as a terrified Jap sailor lost on the island, and Dan Aoki, a Jap sniper who dogs the trail of the Marine group.

"Beachhead" is an Aubrey Schenck presentation. Stuart Heisler directed for good pace throughout the Howard W. Koch production. The screen play is by Richard Alan Simmons, based on the novel by Richard G. Hubler.

Running time, 89 minutes. General classification. Release, in February.

Subsidy Fight

(Continued from page 1)

ton today from Miami, could not be reached for comment. Meanwhile, MPAA quarters here repeated the organization's position, namely that Johnston and the MPAA oppose subsidies in principle, but contend that Johnston could hardly have committed himself "in perpetuity" not to sign any deal in the future which would contain a subsidy.

The conflict may reach a head in the upcoming Italian talks, which are expected to start here in March. The present Italian pact, which expires in August, contains a subsidy provision granting Italy the use of American dollars for the exploitation and promotion of Italian films in the U. S.

Legion's List Calls 17 'A,' 2 'B,' One 'C'

Two films in Class B and one in Class C join 17 pictures in Class A in the latest listing of the National Legion of Decency. "Holiday Week" and "Wedding of Lili Marlene" are the Class B representatives, while RKO's "The French Line" is in the "C" category, previously announced.

Nine pictures have been placed in Class A, Section 2. They are: "Alaska Seas," "Jesse James vs. the Daltons," "Jivaro," "Jubilee Trail," "It Should Happen to You," "The Passionate Sentry," "Personal Affairs," "Ride Clear of Diablo" and "Three Young Texans."

The eight films in Class A, Section 1, are: "The Command," "The Glenn Miller Story," "The Long, Long Trailer," "Pickwick Papers," "Riders to the Stars," "Saadia," "Secret of Outlaw Flats" and "White Mane."

Rogers, Jr., in K.C. For WB Premiere

KANSAS CITY, Jan. 27.—Will Rogers, Jr., is due here today to launch the annual "Mothers' March on Polio" and make a series of personal appearances in connection with the 651-theatre saturation premiere of Warner Brothers' "The Boy from Oklahoma," in which he is co-starred with Nancy Olson.

Preceding a polio rally, Rogers and Tyler MacDuff, who plays Billy the Kid in the picture, will make a stage appearance at the Paramount Theatre for the local premiere.

'Beat the Devil' to 500 Houses in March

The first week in March has been set by William J. Heineman, United Artists vice-president in charge of distribution, for the start of a nationwide, day-and-date saturation sendoff in 500 key houses for "Beat the Devil." The John Huston drama starring Humphrey Bogart, Jennifer Jones and Gina Lollobrigida, will also get heavy newspaper, radio and TV promotion.

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In the February issue of Redbook —— the complete, detailed announcement of the Silver Trophy Awards.

On the Lux Video Theatre, Jan. 28, CBS Network, the telecast of "A Place in the Sun," one of George Stevens' finest productions, will be followed by the presentation of the Redbook awards by Wade H. Nichols, editor.



Redbook's

15th Annual Movie Awards go to 6 Outstanding Producers

WILLIAM WYLER . . . *Paramount Studios* — **For the best comedy of the year, "ROMAN HOLIDAY"**

GEORGE STEVENS . . . *Paramount Studios* — **For the best Western of the year, "SHANE"**

BUDDY ADLER . . . . *Columbia Studios* — **For the best drama of the year, "FROM HERE TO ETERNITY"**

FRANK ROSS . . . . . *20th Century Fox Studios* — **For the best spectacle of the year, "THE ROBE"**

JACK CUMMINGS . . *MGM Studios* — **For the best musical of the year, "KISS ME KATE"**

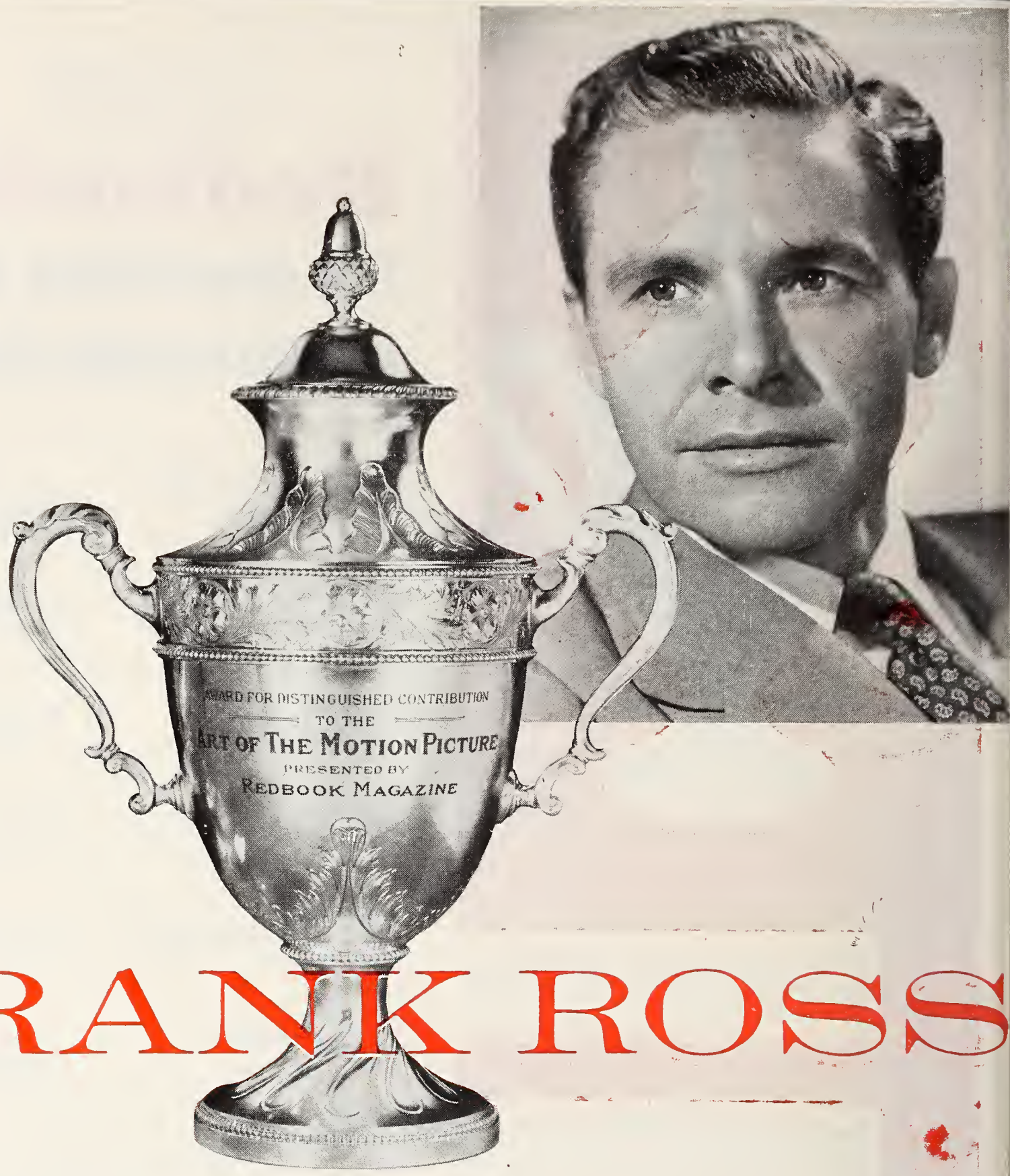
WALT DISNEY . . . . . *Disney Studios* — **A special award for "THE LIVING DESERT" and other True-Life adventure films**

With sincere admiration, REDBOOK recognizes these producers whose efforts in 1953 brought outstanding entertainment to millions of Young Adults all over the world. At a critical time in motion picture history, they have proved Hollywood's ability to rise above a challenge . . . and to excel in the doing.

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America's ONLY Mass Magazine for Young Adults

OVER 2,000,000 CIRCULATION
MORE THAN 5,750,000 PRIMARY READERS



TO FRANK ROSS

PRODUCER OF

The Robe

TECHNICOLOR

presented by 20th CENTURY-FOX

THE FIRST MOTION PICTURE

IN

CINEMASCOPE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 20 NEW YORK, U. S. A., FRIDAY, JANUARY 29, 1954 TEN CENTS

Sales Record

Univ. Profit $2,616,356 For Last Year

Film Rentals and Sales Climb to $70,490,254

Attaining its highest profit since 1947, Universal Pictures' consolidated net earnings for the fiscal year ended Oct. 31 reached $2,616,356 after provision of $3,863,000 for Federal income and excess profits taxes and $500,000 for contingent liabilities, the company reported here yesterday. After deducting dividends on the preferred stock, the net earnings amounted to $2.35 per share on the 1,010,411 shares of common stock outstanding on Oct. 31.

For the preceding fiscal year, Universal's consolidated net earnings totalled $2,307,701 after provision of

(*Continued on page 6*)

Sees End of 'Scope Print Bottleneck After March 15

The current "bottleneck" in CinemaScope prints will be broken by March 15, according to Al Lichtman, director of distribution for 20th Century-Fox, who said here yesterday that a normal supply of prints would be available to exhibitors equipping for CinemaScope following that date.

Convening the opening session of a

(*Continued on page 6*)

'Don't Kill 'Scope'

Reade's Stereo Position Brings TOA Resignation

By MURRAY HOROWITZ

In protest against Walter Reade's playing of "The Robe" with a sound "mixer," instead of stereophonic sound, the Indiana-Illinois Theatre Corp., headed by James Coston, has withdrawn from membership in the Theatre Owners of America, the organization of which Reade is president.

This was disclosed here yesterday by Coston, who lashed out at Reade for "killing" the medium which has brought people back into theatres. Coston, who also heads the Stanley Theatres of Wisconsin and Coston Enterprises in Chicago, in addition called upon exhibitors of "any organization" to follow his lead if the exhibitor organization goes on record against stereophonic sound in conjunction with the playing of CinemaScope pictures.

Coston, in an interview before his departure for Europe, told of his anger when he read in the trade press that the TOA president had employed "a mixer" device for "The Robe" at his Community Theatre, Morristown, N. J., converting stereophonic sound to conventional sound. "Neither I nor my associates," he declared, "will be a member of any organization, no matter if it's Allied or TOA, whose officers try to destroy something that has been so helpful to our business."

Coston, who heads circuits in Illinois, Indiana and Wisconsin which

(*Continued on page 7*)

FTC to Keep Tabs On Trade Pacts

Closer study of American export association trade pacts with other countries was promised here yesterday by Edward F. Howrey, chairman of the Federal Trade Commission.

Howrey, here to address the antitrust section of the New York State Bar Association, said in an interview that "we're going to revitalize our export trade division with the view of ascertaining whether the export trade associations are living within the provisions of the Webb-Pomerene Act," which prohibits certain types of subsidies to foreign industries. He went on to say that this is "an activity that

(*Continued on page 7*)

D of J Probes 'Scope 'Tie-up' Charges

The Justice Department is investigating exhibitor complaints regarding "equipment tie-ups" for CinemaScope projection, it was disclosed yesterday by Assistant U. S. Attorney General Stanley Barnes, here to address a meeting of the New York State Bar Association.

Regarding these complaints, Barnes went on to say, the Justice Department as yet has "not taken any position that envisions the filing of a suit." "We are studying the problem," he added, explaining that the Department is in communication with all segments of the industry in an effort to iron out

(*Continued on page 7*)

New Outlook

U.S. Reviews 16mm. Suit, Barnes Says

Justice Dept. Weighing Possibility of Dismissal

The 16mm. anti-trust suit pending in Los Angeles Federal Court against the industry will be reviewed by the Government for possible "dismissal" or "re-evaluation," it was disclosed here yesterday by Assistant Attorney General Stanley Barnes.

Barnes, here from Washington to address a meeting of the anti-trust section of the New York State Bar Association, said in response to a question that the 16mm. suit was one of the anti-trust suits being reviewed by the Department of Justice, referring to the back-log of anti-trust cases inherited from the previous Administra-

(*Continued on page 7*)

Circuit Heads Shy Away from 'Line' Without Code Seal

Early reports indicate a considerable resistance on the part of circuit film buyers and executives to booking RKO Radio's "The French Line" without a Production Code seal.

Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, said that while he could

(*Continued on page 6*)

Says M-G-M Insists On Stereo Sound

M-G-M has promised that it will not service CinemaScope pictures to theatres which are not fully equipped, including stereophonic sound installations, according to James Coston, president of Indiana-Illinois Theatre Corp.

Coston said he received the pledge from Charles Reagan, Loew's distribution director, whom he said he saw yesterday. Reagan said that he intends to serve only theatres that are properly equipped to handle CinemaScope pictures with stereophonic sound, Coston stated.

W. MASS. THEATRES CANCELS STEREO SOUND 'MIXER' PLAN

By AL STEEN

A plan to install "mixers" which would channel stereophonic sound on CinemaScope prints of "The Robe" through a single horn in several houses of the Western Massachusetts Theatres circuit was dropped after observing the system at Walter Reade's Community Theatre in Morristown, N. J., according to Samuel Goldstein, president of the New England company.

Goldstein told MOTION PICTURE DAILY that plans had been under way to adopt a system similar to that used by Reade in Morristown. However, he said that he sent an engineer to the Reade house and that the report on the observation was on the negative side and, as result, it was decided to install the full stereophonic sound equipment.

Goldstein said that the new RCA stereo horns and screens would be installed in 10 of the circuit's houses by the middle of February. The first RCA equipment in New England now is in the Victory Theatre in Holyoke, Mass., Goldstein said.

MPA Heads Reaffirm Confidence in Code

Members of the Motion Picture Association board of directors, meeting with Eric Johnston, president, in Miami this week, while there to negotiate an American Federation of Musicians' contract, informally discussed the current public agitation for revision of the industry's Production Code, it was learned here yesterday.

There was unanimous and immediate agreement among the conferees that the Code has served the industry and public well for the past 23 years; that they continue to be pleased with the results and that the essential plan and basic principles of the Code should be retained.

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president, left here yesterday for the Coast.

•

JOSEPH R. VOGEL, head of Loew's Theatres, is in New York.

•

OSCAR A. MORGAN, Paramount short subjects and newsreel sales manager, will return to New York today from Washington and Philadelphia.

•

LUIGI G. LURASCHI, manager of the Paramount studio foreign department, will arrive in New York by plane on Monday from Rome.

•

JAMES E. PERKINS, Paramount International chairman and managing director in Great Britain, will leave here tomorrow by plane for London.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, has arrived in Hollywood from Dallas.

•

Y. FRANK FREEMAN, Paramount studio vice-president, and MRS. FREEMAN, will leave New York by train today for Hollywood.

•

P. T. DANA, Universal Pictures Eastern sales manager, will leave here today for Detroit, Cleveland and Buffalo.

•

GEORGE J. GAMMEL, Buffalo circuit head, will leave there shortly with MRS. GAMMEL for Europe.

•

MIKE SIMONS, director of customer relations for M-G-M, will leave here at the weekend for Cincinnati.

•

J. MILTON SALZBURG, president of Cornell Films, left New York Wednesday for Hollywood.

•

EMERY AUSTIN, M-G-M exploitation manager, left here by plane yesterday for Atlanta.

•

RICHARD SALE, director, is due here from Spain today.

•

ERIC JOHNSTON, Motion Picture Association president, arrived here last night from Miami.

•

MARK STEVENS will return to Hollywood from New York early in February.

•

GEORGE E. FREEMAN, manager of Loew's Poli, Springfield, Mass., has returned there from Florida.

Correction

The Screen Publicists Guild states that the reason some of its members did not attend the AMPA luncheon here on Wednesday was not, as reported in MOTION PICTURE DAILY yesterday, because Columbia rejected SPG contract proposals but, rather, "the intransigence of Columbia in dealing with the Guild."

Honor for Goldenson By Brookline Temple

BOSTON, Jan. 28.—Leonard H. Goldenson, president of American Broadcasting-United Paramount Theatres, will be honored on Feb. 9 at the Brotherhood Temple Ohabei Shalom in nearby Brookline, for his work in helping the needy and underprivileged.



L. Goldenson

1,000 persons, including leaders in government, religion, industry and education, will join the brotherhood to pay tribute to the film and broadcasting executive who is also president and co-founder of the United Cerebral Palsy Foundation. He will be honored at the brotherhood's 21st annual Goodwill Dinner. Governor Herter and Mayor Hynes will bring official greetings.

Goldenson is a former resident of Boston.

Drive-Kits Out for Brotherhood Week

Distribution of 18,000 Brotherhood Week campaign books and promotion kits to exhibitors is now in progress under the direction of Emanuel Frisch, national chairman of the 1954 film industry promotion of the project. The books, prepared by the advertising and publicity committee under Max E. Youngstein, contain suggestions for bringing the exhibitors' entire community into the brotherhood effort.

Louisiana and Mississippi Plan Brotherhood Week

NEW ORLEANS, Jan. 28—Exhibitors, distributors and other personnel of the industry in the Louisiana and Mississippi area gathered at the Joy Theatre here yesterday, to plan Brotherhood Week. Lucas Conner, manager of Warner Brothers, is area chairman for distributors, and Abe Berenson, president of Allied Theatre Owners of Gulf States is area exhibitor chairman. C. C. Walther, president of International House, Harry McEnerny, Jr., local attorney, and Joseph P. Murphy, regional director of the National Conference of Christians and Jews, are sponsoring Brotherhood Week here.

Pathe News' Lerner Heads Press Group

Arnold Lerner of Warner-Pathe News has been elected president of the Radio, Newsreel, Television Working Press Association of New York for the current year, succeeding Chester Burger of CBS-TV Newsfilm.

Among other officers installed for the current year were Herbert Mulligan, Paramount News, sergeant-at-arms; Robert Donahue, Jr., Warner-Pathe News; A. A. Brown, Movietone News, and Carl Larsen, Sr., Movietone News, governors.

Near 900-Mark for Drive-in Meeting

CINCINNATI, Jan. 28.—Registrations for the National Allied Drive-in Theatres Association convention here next week approached the 900-mark today. Attendance may exceed that of any annual convention of Allied's membership, according to spokesmen.

Int'l Drive-in Assn. Sets Plans for '54

DALLAS, Jan. 28.—The International Drive-in Theatre Owners Association has set a variety of activities for 1954 including the establishment of advisory boards and an arrangement for a 10 per cent discount on drive-in equipment with a Kansas City company.

In a message to the membership, president Claude Ezell predicts that "drive-in theatres in 1954 will see the dawning of a brighter new day for their industry."

The advisory boards will consist of experts available for consultation, such as architects, lawyers, sound engineers, projectionists, building contractors, landscaping and decorating artists, concessions authorities and advertising advisors, Ezell said.

Bolster 'Collapsible Corporation' Tax Law

WASHINGTON, Jan. 28.—The House Ways and Means Committee today acted to plug whatever loopholes still might be left to permit use of "collapsible corporations" for tax avoidance.

Such corporations were occasionally used in the industry to cut taxes. A corporation was formed to make just one film, then liquidated and the film distributed to the stockholders. The stockholders paid capital gains taxes rather than the higher ordinary income taxes.

Congress some years ago moved to prevent this practice, but committee officials said that some taxpayers were still managing to find ways to use it, and that a provision voted by the committee into the technical tax revision bill today would put an end to use of the device.

Funeral in Newark For Cullen Today

Funeral services for Michael J. Cullen, Loew's Theatres' Southern and Western division manager, who died Wednesday in Tucson, Ariz., will be held at 3:00 P.M. today at the Smith & Smith Funeral Home in Newark. Burial will be in Newark's Fairmount Cemetery.

May Censor TV Films

OTTAWA, Ont., Jan. 28.—Quebec Provincial Government is reported to be planning to apply its censorship judisdiction to TV pictures. Censors will curb "immoral" films, according to the report.

Clearer N. Y. Censor Statute Is Sought By Regents Board

ALBANY, N. Y., Jan. 28.—A recommendation for clarification by attorneys for the state of the term "immoral" as contained in the New York film-licensing statute is expected following today's meeting here of the state's Board of Regents, at which the recent U. S. Supreme Court censorship rulings were discussed.

The meeting also is expected to result in a decision tomorrow on the licensing of "La Ronde," the ban on which was recently upset by the Supreme Court, which rescinded a ruling banning the picture by the New York State court of appeals. The high court held that the term "immoral" is "too vague."

Pre-Trial Testimony Granted in Loew Suit

An examination of Loew's executives before trial has been granted in the $250,000 suit brought by Two-Worlds Trading Corp. against Loew's International in which the plaintiff charges breach of contract.

According to the complaint filed in New York Supreme Court, Two-Worlds contracted for 15 pictures for distribution in Italy for $212,500, to be paid to Loew's on monthly installments. However, it is charged that because of delays in delivery of the pictures, the plaintiff lost deals under which the pictures were to be assigned to Italian companies for distribution but that Two-Worlds was required to keep up the monthly payments regardless. No date has been set for the pretrial examination which was granted by Judge Samuel Hofstadter.

Schwartz Dies; Long A Cleveland Leader

CLEVELAND, Jan. 28.—Ernest Schwartz, who recently was elected president of the Cleveland Motion Picture Exhibitors Association for his 20th term, died here today following a heart attack. He is survived by his widow and a daughter.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Variety Tent of N. Y. Seeking to Obtain 1955 Convention

New York Variety Club Tent No. 35 is urging its members to attend the international convention in Dallas on March 22-25 to help stimulate interest in getting the 1955 convention for Manhattan. In a bulletin to members, the local tent points out that in view of the fact that New York wants the convention, "a good-sized delegation from this area will be a big help."

The next major function of Tent No. 35 will be a testimonial dinner to William J. German, president of William J. German, Inc. No date has been set.

A report on the accounting of Motion Picture Associates, which was acquired by Variety Club here in 1948, showed that the net assets amounted to $48,765, which included bank balances and government bonds. After deducting relief payments and death benefits, the net assets available on Oct. 31 amounted to $22,115. As of that date, there were 214 former MPA members entitled to death benefits of $250 each, totalling $53,500.

FCC Sets Service Fee for Theatre TV

WASHINGTON, Jan. 28. — The Federal Communications Commission proposed a scale of fees for use of radio and television frequencies pursuant to a Budget Bureau directive last year that all government agencies issuing licenses set fees to cover the cost of services. The FCC set an April 1 deadline for comments.

FCC officials said any theatre television network company actually proposing to build telephone lines or other equipment would have to pay $150 each time it asked authority for additional construction. No fee would be required if equipment of existing common carriers were used.

Film companies using radio for on-location work would have a $10 per application fee.

AA Tomorrow Starts 'Cell Block' Confabs

HOLLYWOOD, Jan. 28. — Conferences by excutives of Allied Artists on plans for the national sales and advertising campaigns for Walter Wanger's "Riot in Cell Block 11" will be held here tomorrow following arrival from New York of Morey R. Goldstein, vice-president and general sales manager.

Among those who will take part in the meetings are: Steve Broidy, president; Harold Mirisch and G. Ralph Branton, vice-presidents; Harold Wirthwein, Western division sales manager, and John C. Flinn, director of advertising and publicity.

Frieberg in TPA Post

Hardie Frieberg, formerly an account executive with Ziv Television, Inc., has been named Eastern sales manager of Television Programs of America by Michael M. Sillerman, president of TPA.

Columbus House to Shut

COLUMBUS, O., Jan. 28. — The Little theatre, operated by Charles Sugarman, will close February 1 and will be remodeled for use by a religious group.

Cites Zoning Danger to Closed, Conversion Houses

(Ed. Note: A warning to exhibitors contemplating converting closed or depressed theatres to other purposes to investigate zoning regulations in the areas in which such theatres are located before entering into costly commitments is sounded in the following letter from E. R. Holtz, president of the Grand Riviera Theatre Co., Detroit. Describing a personal experience in which theatre conversion plans were frustrated by new zoning provisions calling for off-the-street parking facilities which in this instance were non-existent, Holtz warns that such regulations may even prevent the reopening of theatres which have been closed for any extended period. Motion Picture Daily is glad to publish Holtz's letter as a service to exhibitors, believing it may save some from costly experiences.)

Editor, Motion Picture Daily:

Early last fall I thought I had found an answer for some of the closed or distressed theatres. Working with Charles Beltz, the developer and manufacturer of Bell Temp and Ice Flair, we planned to rebuild the closed Aloma Theatre in Grosse Pointe into a semi-public indoor ice rink.

Included in our remodeling was a sporting goods store, pro quarters, refreshment stand, and facilities for the practice of other sports in off hours. The deal fell through for a reason that it might be well to pass on to all other theatre owners as a warning that they consider it carefully before they close a theatre, and that they take steps to protect themselves against it.

Many 'Legal Ramifications'

My warning to theatre owners has to do with zoning. So many theatres having been built in non-conforming areas, or if they are built in a commercial area they do not conform for off-street parking. Once one closes a theatre, especially if you take out the equipment, you then have to apply for zoning approval to reopen the building. I don't think it behooves me here to go into all the legal ramifications because those do vary with the different communities, and each theatre owner should therefore check with his own lawyer.

In our particular case, the lobby

Parking Important

part was conforming being located in a commercial area, but the auditorium was non-conforming because it extended over into residential property. This latter was not too difficult, but during the years the theatre had made no provision for off-street parking. New zoning provisions for off-street parking are quite severe and in our case it became most difficult and expensive to even try to provide the minimum requirements. Under the circumstances I doubt if this theatre could even be reopened today as a theatre, and it's my suggestion that if a theatre must be closed, it should be periodically reopened for short periods of time to maintain their zoning privileges.

E. R. Holtz,
Detroit, Mich.

Aim J.A. Contest at Building Attendance

In a cooperative move to stimulate theatre attendance, the New York "Journal-American" promotion department is again sponsoring a motion picture contest, offering $1,000 in cash prizes to the public for choosing the outstanding pictures and players of 1953, as selected by Rose Pelswick, the newspaper's film critic. The awards will be presented at a cocktail party in Hollywood with stars and motion picture executives on hand. The date of the party will be set later. Sumner Collins, of the "Journal-American" promotion department, is handling full details of the contest.

V.C. Officers, Crew Installed in Hartford

HARTFORD, Jan. 28. — Henry Germaine, Connecticut branch manager for Paramount, has been installed as chief barker of Variety Club of Connecticut, Tent 31. Other officers are: 1st assistant chief barker, I. J. Levine; 2d assistant chief barker, John Pavone; dough guy, Sam Germaine; property master, George Weber; international canvasman, Robert G. Elliano; crew members, George H. Wilkinson, Jr.; Pat Goode, Harry Feinstein, Rudy Frank, Robert Hoffman, Samuel Wasserman; heart fund, Harry Feinstein.

Circuit Cuts Rates For N. O. Students

NEW ORLEANS, Jan. 28. — A total of 15,000 special admission tickets have been donated by United Theatres, Inc., for use by teen-agers in the parochial schools of this city in response to a request by the Council of Catholic School Cooperative Clubs.

Mrs. George Kussmann, president of the CCSCC, in expressing her appreciation of the circuit's act, stated that her organization has been working for several years to obtain reduced rates for the students. The CCSCC represents 65 affiliated clubs.

Cohen Joins Resnick

WASHINGTON, Jan. 28.—Stanley B. Cohen, former Federal Communications Commission attorney, has joined Leo Resnick's law office here. Resnick, who specializes in communications law, was the FCC examiner for the United Paramount Theatres-American Broadcasting Company merger hearing.

Join Jam Handy

DETROIT, Jan. 28.—New additions to the Jam Handy Organization staff are Patrick Murphy as recording director of the slide-film department and Warren G. Honecker as sales and contact representative in the Pittsburgh office.

Todd-AO Process Is Termed Excellent By Elmer Rhoden

The Todd-AO Magna Corp. projection system is warmly praised by Elmer Rhoden, president of Fox Midwest Theatres, in an article published in that circuit's house organ, "Contact."

After attending a demonstration of the process in a theatre in Buffalo, Mr. Rhoden was quoted as saying that the sense of participation or "presence" is just as pronounced in Todd-AO as in Cinerama. Todd-AO is a single strip 65mm film process which requires only one projector, as opposed to the three of Cinerama. The Todd process, according to Mr. Rhoden, employs 130 degrees of peripheral vision and is a 2 to 1 ratio.

Wall-to-Wall Screen

He reported that the demonstration was held in a 900-seat, one-floor theatre and that the screen was virtually wall-to-wall in the 60-foot wide house. The screen was between 28 and 30 feet high and curved to a depth of about 13 feet at the center. Scenes shown in the demonstration were similar to those on view in Cinerama, he said, adding that he had experienced a feeling of nausea in a roller coaster sequence as he had under similar Cinerama circumstances.

Although the demonstration was without sound, Mr. Rhoden reported that he had been told that the 65mm film could handle as many as seven sound tracks. He said also that he had been told that the special "bug-eye" lens used by Todd-AO could accomplish excellent results with 35mm film.

Financing Still Unclear

Meanwhile, the status of Magna Corporation financing remained unclear yesterday. The company is reported to have made overtures to several Hollywood distributors for financing in return for production and distribution rights to Magna properties. A deal with 20th-Fox is spoken of most often. However, nothing yet has been set and no decision may be reached for another week or more, it was indicated.

'Heidi' Publisher and UA in Promotion Tie

It is estimated by United Artists that 120,000,000 persons will be reached by a series of national cooperative promotions planned in behalf of "Heidi" by Francis M. Winikus, UA director of advertising, publicity and exploitation.

Grosset and Dunlap, publishers of the classic on which the film is based, will kick off the powerful "Heidi" promotion in more than 100 cities by plugging 2,000,000 copies of seven "Heidi" editions, including a coloring book with a cover picture of Elsbeth Sigmund, young star of the Lazar Wechsler production. "Heidi" posters on 800 news company trucks will also plug the book and film.

Four hundred radio stations and 90 TV outlets carrying children's programs will beam news of the contest to millions of young listeners. Thousands of dollars in scheduled prizes include expenses-paid vacations in Switzerland.

"Heidi" is in the sixth week at the Little Carnegie Theatre here.



More BIG WASHINGTON'S BIRTHDAY DATES

RADIO CITY	Minneapolis
PARAMOUNT	St. Paul
METROPOLITAN	Houston
OHIO	Columbus
MALCO	Memphis
PALACE	Cleveland
BIJOU	Springfield, Mass.
HOLLYWOOD	Atlantic City
WARNER	Milwaukee
PLAZA	Charlotte
FIVE POINTS	Jacksonville
KEITH'S	Cincinnati
JOY	New Orleans
VICTORY	Evansville
ASTOR	Reading
FULTON	Pittsburgh
ORPHEUM	Davenport
SENATE	Harrisburg
IOWA	Cedar Rapids
PALACE	Akron
PALACE	Rochester

. . . and many others!

Universal-International presents

JAMES STEWART · JUNE ALLYSON
The GLENN MILLER STORY

COLOR BY *Technicolor*

with CHARLES DRAKE · GEORGE TOBIAS · HENRY MORGAN Directed by ANTHONY MANN · Written by VALENTINE DAVIES and OSCAR BRODNEY · Produced by AARON ROSENBERG

THIS is how the BIG MONEY THEATRES are celebrating Washington's Birthday! Their Marquees tell the STORY...about "THE GLENN MILLER STORY"



...and other Theatres from coast to coast will soon be telling "THE GLENN MILLER STORY" at their Box Offices!

and these Musical Greats as Guest Stars!

FRANCES LANGFORD · LOUIS ARMSTRONG

★ GENE KRUPA · BEN POLLACK ★

★ THE MODERNAIRES ★

'Scope Prints

(*Continued from page* 1)

two-day meeting here, Lichtman said that stepped-up production at the Technicolor Laboratories in California and DeLuxe Laboratories here will enable full servicing of prints by the middle of March.

Increased print production will also improve availability of CinemaScope short subjects, Lichtman said.

Some 1,500 theatres in the United States and Canada are presently equipped for CinemaScope, Lichtman said, with 100 orders per week currently being received by equipment dealers. Lichtman further predicted that 10,000 theatres would be equipped for the process by the end of 1954.

Re-emphasizing the importance of stereophonic sound to CinemaScope, Lichtman said it was an essential and necessary component and cited the "tremendous" public and press enthusiasm for the system as supporting this position.

In concluding his remarks, Lichtman declared that he stood behind his pledge, made at the October sales conclave, that all exhibitors will — and must — profit by the showing of CinemaScope, and that by its introduction the entire film industry has been revitalized.

Merchandising Plans Formulated by 20th

Merchandising plans on six 20th Century-Fox pictures, three filmed in CinemaScope and three standard films made by Panoramic Productions, were formulated at the company's sales meeting here yesterday. The pictures consist of "Hell and High Water," "Night People" and "Prince Valiant" in CinemaScope and "Three Young Texans," "The Siege at Red River" and "Gorilla at Large," from Panoramic.

Review

"Taza, Son of Cochise"

(*Universal*)
(3-D)

A FINE production for devotees of action and excitement, what sets "Taza, Son of Cochise" apart from most frontier Indian stories is the scenic locale, which, viewed in 3-D photography, really is something special. It strongly suggests some of the valuable contributions to marketable productions which can be made by that medium.

The story, starring Rock Hudson as Taza, Barbara Rush as his Indian sweetheart, Gregg Palmer as a cavalry captain, and with Jeff Chandler in a brief and unbilled appearance in the Cochise role familiar to him, carries on the Apache adventures of earlier films from the time of Cochise's death. Leadership of the tribe is assumed by Cochise and the chain of action, both perilous and romatic, begins to unwind. How Taza eliminates the warring faction from his tribe and wins for them the understanding of the Cavalry is the burden of the story.

When Taza's brother and his followers begin their warring activities, the cavalry allows Taza to set up his own police force to maintain order among his people. Geronimo, the most feared of all Indian warriors, is captured by the army and turned over to Taza to be guarded. Geronimo has money with which he is able to buy guns and ammunition from renegade white traders. He and the others break out of the reservation and go on the warpath with the cavalry in pursuit despite their promise to let Apaches punish Apaches. Geronimo's forces ambush the troops and are about to annihilate them when Taza appears on the scene and, despite the broken promise, turns on the Indians and wins the battle. His brother is killed but Geronimo surrenders.

Performances are uniformly good as is Douglas Sirk's direction. Ross Hunter produced. The screen play is by George Zuckerman, based on a story and adaptation by Gerald Drayson Adams.

Running time, 79 minutes. General classification. Release in February.



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Shy from 'Line'

(*Continued from page* 1)

not speak for all of the company's regional theatre operations, as far as he was concerned it "would not be played unless it gets a Code seal." He said he knew some of the AB-PT field men have made the same decision.

The Howard Hughes production originally had been scheduled for state-wide premiere openings on the Interstate Circuit, Texas, an AB-PT affiliate headed by Karl Hoblitzelle and R. J. O'Donnell, but these were cancelled last month when the picture was denied a Code seal.

Joseph R. Vogel, Loew's theatre vice-president, said unequivocally that the circuit will not play the film "unless it gets a seal."

The same decision was asserted by an official of Skouras Theatres Corp. here. He said the circuit will not play the film "unless it is removed from the Legion of Decency's 'condemned' list and is given a Code seal."

An executive of Walter Reade Theatres said it had notified RKO Radio that it would not play the picture without a Code seal but that final action will not be taken until the picture has been viewed, probably today.

Oppose Wage Bill

BOSTON, Jan. 28.—A bill which would raise the wage scale for part-time workers from 65 cents an hour to 75 cents will be opposed by the Independent Theatres, Inc., of New England. The amusement industry here has its own Minimum Wage Board which set a 65-cent minimum for part-time theatre workers.

Astor N.C. Changes

CHARLOTTE, N. C., Jan. 28.—Melvin Cook, of the booking department of Astor Pictures here, has been named a sales representative, while Harry Kerr has been named booker, and Walter Pinson has been shifted to South Carolina as a sales representative.

Universal Net

(*Continued from page* 1)

$4,309,924 for Federal taxes and $500,000 for contingent liabilities. Those earnings, after deducting dividends on the preferred stock, were equivalent to $2.15 per share on the 961,698 shares of common stock outstanding on Nov. 1, 1952.

Film rentals and sales for the 1953 fiscal year were the highest in the history of the company, amounting to $70,490,254 compared with $64,128,719 for the previous fiscal year. Current assets for the 1953 fiscal year were listed at $36,911,545, compared with $35,444,537 in 1952. Current liabilities were $8,688,530 and $8,424,524 for 1952 and 1953, respectively. Net working capital was listed at $28,223,015 in the last fiscal year and $27,019,013 for the previous fiscal year.

It is noted in the company's annual report to stockholders that it continues to be the practice of the company to reflect in its accounts the operating results of subsidiaries in foreign countries having exchange restrictions only to the extent that net earnings resulting therefrom have been realized in U. S. dollars, regardless of the period or periods in which such revenues may have accrued.

The report also notes that during the 1953 calendar year two semi-annual dividends of 50 cents per share each and one extra dividend of 25 cents per share were paid on the common stock.

'U' Annual Meeting Set for March 10 Here

The annual meeting of Universal Pictures stockholders has been set for March 10 at 11:00 A.M. in the company's home office here.

The principal item on the agenda is a proposal for the reelection of the present 11 directors. They are N. J. Blumberg, Alfred E. Daff, Preston Davie, Albert Garthwaite, R. W. Lea, John J. O'Connor, Milton R. Rackmil, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel Vallance.

The designation of Peat, Marwick, Mitchell & Co. as the independent public auditors of the company also will be asked of the stockholders.

Report Big Demand For 'BYOL' Tickets

WASHINGTON, Jan. 28.—Demand for tickets for the premiere of Samuel Goldwyn's reissue of "The Best Years of Our Lives," at Keith's Theatre here Feb. 3 exceeds the supply, Robert Donovan, president of the White House Correspondents Association, which is hosting the affair, reports.

Manager 'Evicted' By Hot Dog Stand

BUFFALO, Jan. 28—The Lafayette Theatre, Basil circuit flagship here, has installed a hot dog counter on the mezzanine. It is strictly a de luxe operation, complete with refrigerator and other apparatus, with the result that Manager George H. Mackenna has had to move from his small, attractively located command post to a more convenient location in the director's office.

16 mm. Suit

(Continued from page 1)

tion. He went on to say that "one of our lawyers" has been sent to examine into the case in Los Angeles, where the suit charging a conspiracy by six major producers to restrict the showing of 16mm. films, especially to television, had been filed there in July of 1952.

Promises Quick Decision

Explaining that the Justice Department attorney proceeded on other matters to San Francisco and the Midwest, Barnes said that when he returns to Washington "within the next 10 days" he will confer with him and a decision on the future of the action will be made. Barnes declined to state the attorney's name. In response to a reporter's query on a story appearing in a Washington paper, Barnes acknowledged the Department was conducting a preliminary investigation of newspaper associations and advertising practices. He declined to specify the nature of the complaints being probed or to identify the associations, newspapers, nor the advertising agencies.

Barnes, in his address, said "with respect to any difference of approach between the cases filed since Jan. 20, 1953, and those filed by the previous Administration," I think you will find that those recently instituted are based upon classic hard-core anti-trust violations." He went on to say that this does not mean that the division will not seek to extend the thrust of anti-trust litigation when necessity demands such a move to protect basic principles. However, he ruled out suits filed on the basis of "sociological theories."

Some Cases Questionable

He frankly acknowledged that there are "some cases pending" which in their "present form would not have been recommended." Barnes warned, however, that out of the 139 cases pending last August, when he said that they would be reviewed, "I found only five justified dismissal." "I want to reemphasize," he continued, "that only where substantially nothing can be accomplished by decree, will cases be dismissed by the government."

C'Scope Gives First Profit to Glowmeter

BUFFALO, Jan. 28.—A net profit of $197,290 for the final quarter of 1953, which is the first quarter of the company's fiscal year, is indicated for the Glowmeter Corp., of North Tonowanda, now producing screens for CinemaScope. Agis I. Mikalakis, Glowmeter president, stated that the company now is operating in the black for the first time.

Ohio Catholics Laud Lausche and Hissong

COLUMBUS, O., Jan. 28.—The Ohio Catholic Welfare Conference here has commended Clyde Hissong, chief of the Ohio Censors, and Governor Lausche for their promise of continued efforts "to keep Ohio screens as clean as possible." Fifty clergymen and laymen, including Ohio's six bishops, attended.

Hits TOA on Stereo

(Continued from page 1)

operate a total of 48 theatres, said the telegram wired to Reade by Jack Ross, executive vice-president of Indiana-Illinois, will be duplicated by his associates belonging to Allied.

Ross, reached by phone in Chicago, restated his telegram to the TOA president, which read, in part: "We believe that such action is detrimental to the members of your organization and to theatre business in general and we do not wish to remain a member any longer. That's all. Will you please accept our resignation."

The telegram, as relayed by Ross, began by reciting the circuit's success in playing "The Robe" with stereophonic sound. It went on to state, "After having gone to such a tremendous expense (in equipping) we are dumbfounded to see that you, the president of TOA, would take such action that would not only jeopardize our investment but endanger the only invention and the first real improvement since the advent of sound that has brought the people back into our theatres since the big slump began."

Calls It 'Essential'

Coston, present while the telegram was read over the phone, then told of his feelings that stereophonic sound is essential to CinemaScope presentation. He said in his talks with Spyros P. Skouras, 20th Century-Fox president, he urged him not to serve theatres which are not fully equipped for CinemaScope, including the wide screen and stereophonic sound. Skouras, he continued, gave him such a pledge.

'Bringing in the Business'

The circuit executive went on to explain that he doesn't mean to say that there won't be other media, but at the present time the medium which is bringing in the business should not be killed.

"I think every exhibitor should support CinemaScope 100 per cent," he declared. "For the first time we have something that is the greatest stimulant to business and we exhibitors are trying to kill it," he warned, referring to such action as Reade's.

Coston said that approximately 24 of his theatres now are fully equipped for CinemaScope, adding that the success of "The Robe" which he experienced has been matched by other CinemaScope pictures including "Knights of the Round Table" and "How to Marry a Millionaire."

Coston, who arrived here on Wednesday, plans to leave here today on the "Brittanic" for a tour of Europe, to be away for about two and a half months.

'Rifles' Opens Strong At Chicago Oriental

CHICAGO, Jan. 28.—"King of the Khyber Rifles," the fifth CinemaScope picture to play Chicago, opened strongly at the Oriental today, with the management of the theatre expecting the first day's receipts to hit at least $7,000, an excellent opening day figure for the house. "How to Marry a Millionaire" opened at the Oriental to $13,000, but that was on Thanksgiving Day.

Altec Confabs Start In Upper N. Y. State

A series of meetings with field engineers and representatives in upper New York State is being held by H. M. Bessey, executive vice-president of Altec Service Corp., and Marty Wolf, assistant general sales manager, both of whom yesterday attended the opening of "The Robe" at Smalley's Cooperstown Theatre, marking the initial use of stereophonic sound installed under Altec supervision.

New Insurance Plan For Altec Employes

A new hospitalization plan has been inaugurated for employes of Altec Service Corp. through Century Indemnity Co., Hartford. The new group insurance embraces 198 members of the Altec organization and contains several additional employee benefits, according to H. M. Bessey, Altec executive vice-president.

Palace Gets 'Attic'

"Man in the Attic," Panoramic Production released by 20th Century-Fox, will have its New York premiere at the Palace Theatre on Feb. 5.

J.D. Probes

(Continued from page 1)

difficulties arising from the introduction of the new medium.

The assistant attorney general, asked if the Department has received more complaints from exhibitors in recent months compared with previous periods, said that about the same number of letters are being received currently. The more recent letters of complaint, he continued, relate to the new media, naming CinemaScope, and to a lesser degree Cinerama.

FTC on Pacts

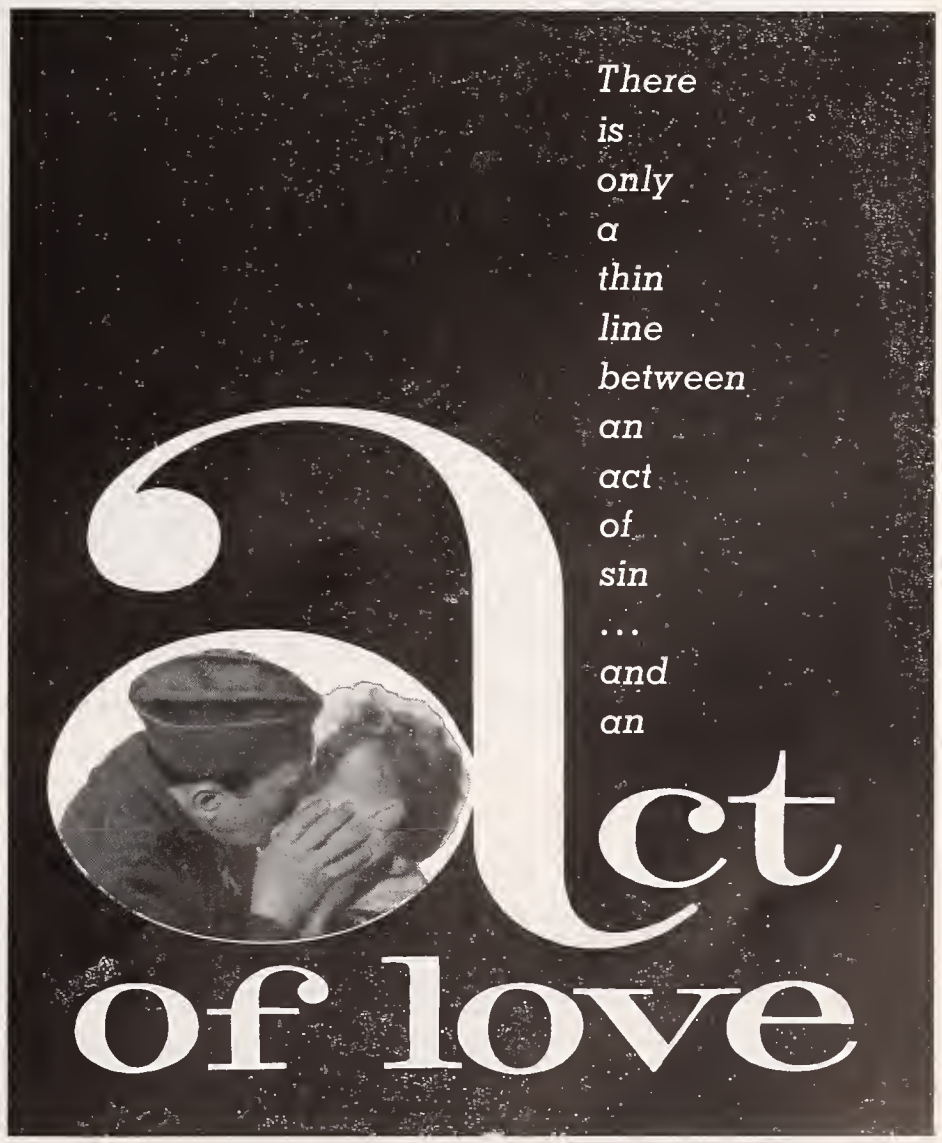
(Continued from page 1)

we. of the Federal Trade Commission, neglected in the past."

Howrey said that he had not conferred with Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, who recently condemned what he called the "trend" of the Motion Picture Export Association to grant subsidies. Howrey said that Arnall might have conferred with FTC staff members, however.

Conn. Drive-in OK'd

HARTFORD, Jan. 28.—The Middletown zoning authority has given Sal Adorno, Jr., assistant general manager of M. & D. Theatres, authority to build a drive-in theatre on Saybrook Rd., Middletown, at an estimated cost of $125,000. The theatre, to be operated independently of M. & D. interests, will be ready for operation by early spring, according to Adorno.





The crazy-mixed-up "Born Yesterday" cutie . . . in the comedy of the year!

Columbia Pictures laughingly presents **Judy Holliday** in **"It Should Happen To You"** co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 21 NEW YORK, U.S.A., MONDAY, FEBRUARY 1, 1954 TEN CENTS

Busy Week

Three Allied Units to Meet In Cincinnati

Drive-ins, ITOO and National Board Meet

CINCINNATI, Jan. 31.—This city is playing host to three exhibitor meetings this week, all of them projects of Allied States Association. The National Allied Drive-in Theatres Association will open its annual convention here on Tuesday, extending through Thursday. The Independent Theatre Owners of Ohio will conduct a two-day convention starting on Wednesday and both events will be followed by the annual meeting of Allied's board of directors.

From present indications, the drive-in sessions will take on the stature of a national annual convention which, in effect it is, except that issues are expected to be restricted to those affecting the operators of outdoor theatres. At last reports, the registration list contained almost 900 names, but as yet these have not been broken down as to dealers, exhibitors, equipment manufacturers and observers. In

(*Continued on page* 4)

TOA's Board Meets; Shoos D.C. Reporters

WASHINGTON, Jan. 31.—Members of Theatre Owners of America board of directors gathered at the Mayflower Hotel here today for three days of meetings. The first act of the officials of the organization was to announce a news blackout on the meeting, insofar as reporters here are concerned.

Anything the TOA leaders decide to let the industry in on will be released tomorrow and Tuesday at TOA's

(*Continued on page* 4)

Johnston Named U.S. Film Festival Envoy

WASHINGTON, Jan. 31.—Motion Picture Association of America president Eric Johnston has been named official U.S. representative at the Brazilian International Film Festival, according to an announcement by Theodore C. Streibert, director of the U.S. Information Agency.

The festival opens in Sao Paulo on Feb. 12. Streibert said that Alan

(*Continued on page* 4)

Proposed 52-Week Tax Plan Would Aid Some Theatres

WASHINGTON, Jan. 31.—Many motion picture theatres would be helped in making out their Federal income tax returns under a provision adopted by the House Ways and Means Committee.

The committee on Friday wrote into its technical tax revision bill a provision to permit firms to pay their taxes on the basis of a 52-week year or a 53-week year.

At present, corporations must compute their taxable income on the basis of a year ending on the last day of a calendar month. Committee officials said that many companies, especially theatre-owning firms, keep books on a weekly basis and so must make a

(*Continued on page* 4)

UA Names Blumofe V.P. for West Coast

HOLLYWOOD, Jan. 31.—Arthur B. Krim, president of United Artists, has announced that Robert F. Blumofe has been elected vice president in charge of west coast operations for United Artists. Blumofe has held the post of West Coast representative for the company for the past year.



Robert Blumofe

Krim is here from New York for conferences with Blumofe and independent producers. Blumofe, an at-

(*Continued on page* 4)

M-G-M Preparing 8 For New Season

With all productions for the 1953-54 releasing season to be completed by March 1, M-G-M has launched its 1954-55 producing schedule with preparations for eight pictures to go before the cameras in April and May.

At the same time, it was announced by Dore Schary, studio head, that 22 writers are currently assigned to scripts for other productions slated for future filming.

Explores Guarding Of Exclusivity of Theatre TV Shows

The problems of protecting the exclusivity of theatre television events, especially of fights, was explored here at the weekend at a meeting of the theatre TV committee of Theatre Owners of America.

The TOA unit wrestled with the consequences posed by a New York Supreme Court decision on last September's Marciano-LaStarza bout, a ruling which permitted New York radio station WOV to give a news summary after every round, despite the bid by the International Boxing Club to restrict the news summary to 75 words after every third round.

Opinions varied on the need to maintain a radio blackout of a big theatre TV fight event, with some opinion voiced that it was not too harmful if radio stations offered a news summary, while others maintained that the complete blackout of radio heightened the theatre TV interest. Mention was also made of the

(*Continued on page* 4)

'Red Garters'

[*Paramount*] *Hollywood, Jan.* 31

PAT DUGGAN'S highly innovational "Red Garters" could prove to be that rare "something different" everybody's always saying they want, and paying for happily on those infrequent occasions when they decide they've found it.

"Different" is its distinguishing word. In its production Duggan satirizes gently but brightly, in song and dance, in color by Technicolor and in precedental presentation, utilizing what may be termed silhouetted or stencil-styled settings, that whole cavalcade of beloved cliches which so long have been and shall be mainstays of "Shanes," "High Noons," Roy Rogers, Gene Autry, Bronco Billy and William S. Hart, but it doesn't ridicule them. It is strikingly novel as to mounting and coloration, using flat-color Cycloramas behind phantasmagoric costumings with brilliant effect, and it is good-natured, rather than comic, in tone and manner.

It provides high-gloss backing for smartly matched new talent, as

(*Continued on page* 4)

New Outlook

Large Circuits See Easing of Film Shortage

Cite Increased Playing Time for 'Scope, Others

The increased playing time of current releases, especially long runs enjoyed by CinemaScope films, has in a large measure eased the so-called "product shortage," according to exhibitors identified with large national circuits.

In explaining what they term the changing situation in regard to product, circuit executives say that the number of productions coming out of Hollywood currently in comparison with a year ago is of little significance. They acknowledge that their experience may not hold true for the smaller, subsequent run houses that have not as yet equipped for CinemaScope, and situations that have operated on a marginal level, which always have found it difficult to hold a picture for any length of time.

However, in relating the experience of large circuit operations, they pointed to the long runs enjoyed by such CinemaScope films as "The Robe,"

(*Continued on page* 2)

RKO, Rep. to Talk AFM Contract Here

MIAMI, Jan. 31.—Talks on a musicians contract with Republic Pictures and RKO Pictures, the two studios which did not join in the industry agreement negotiated here last week, are expected to be held in New York after Feb. 15, when the board of directors of the American Federation of Musicians reconvenes to work out a radio-television industry contract.

This was learned following a preliminary negotiation session held by

(*Continued on page* 4)

Havas Seen Heading RKO Foreign Dept.

HOLLYWOOD, Jan. 31.—Michael Havas, RKO Radio's Latin American supervisor, is here from Mexico City for conferences with president James R. Grainger reportedly in regard to filling the post of head of the company's foreign department. The vacancy in the berth was caused by the resignation of Alfred Crown, who has

(*Continued on page* 4)

Personal Mention

AL CROWN, recently elected president of Moulin Productions, will leave here for the Coast today in connection with his new affiliation.

•

AL O'KEEFE, Pola-Lite vice-president in charge of distribution, will leave New York today for Cincinnati.

•

JUDY HOLLIDAY will leave here today for Philadelphia.

•

BARNEY PITKIN, RKO Radio branch manager in New Haven, has returned there from New York.

•

HAL R. MAKELIM, president of Atlas Pictures, is in Miami from Hollywood.

•

MOSS HART, writer, has returned to New York by plane from Hollywood.

Benefit Premiere For 'Water' Tonight

Tonight's March of Dimes benefit premiere of "Hell and High Water" at the Roxy will see the 23-piece New York Naval Base Band perform both inside and outside the theatre.

Before 20th Century-Fox's new CinemaScope release is screened, the service group will parade along 50th Street to a station under the Roxy marquee. The band there will entertain street crowds.

The performance will be televised over WPIX and heard over the ABC and Mutual radio stations.

"We are indeed grateful to 20th Century-Fox for donating this world premiere to the 1954 March of Dimes," said Horace C. Flanigan, general campaign chairman. "It will provide the opportunity for New Yorkers not only to see a great picture, but in doing so to help a most worthy cause."

Services Set Today For Myer Lesser

Funeral services wil be held here today for Myer Lesser, 79, advertising agency and motion picture pioneer, at 1:00 P.M. at Riverside Memorial Chapel, 76th St. and Amsterdam Ave. Lesser, who was president of the Blaine Thompson Co. which has represented Warner Bros. Pictures since 1926, died Thursday evening in Miami Beach of a coronary ailment.

He is survived by his wife Jennie, a son, Albert Lee; a daughter, Mrs. Minna Bess Lewis, and four grandchildren.

Heads Brotherhood Unit

Mrs. Martin Beck has accepted the chairmanship of the legitimate theatres committee for the amusement industry's 1954 Brotherhood Week campaign between Feb. 21 and 28, it was announced by Emanuel Frisch, national chairman of the drive.

Daff Says Universal-Rank Relationship On 'Good Ground'; Expand Distribution

The relationship between Universal and the J. Arthur Rank Organization is "on good ground" and Universal constantly is trying to expand the distribution of Rank pictures, Alfred Daff, Universal's executive vice-president, said here at the weekend. His statement stemmed from remarks made in London by John Davis, managing director of the Rank company, to the effect that his company's product was not getting the play-off in this country that it deserves. Davis, who was in New York last week, planed back to London on Friday.

Daff said that there is a great opportunity for conventional theatres to play the Rank pictures profitably, as well as the so-called "art" houses. The wide acceptance of British pictures in the United States proves this, he said, and Universal is giving more attention to the sale of such product through the addition of two sales representatives who will concentrate on the sale of Rank productions.

The Universal vice-president indicated that there was a completed understanding on the situation when Davis returned to England, pointing out that "their problem also is our problem."

Regents 'O.K.' N. Y. Showing of 'Ronde'

ALBANY, Jan. 31.—An order directing the issuance of a New York State license for the exhibition of "La Ronde" has been forwarded to Dr. Hugh Flick, head of the state censor bureau, by the Board of Regents.

The board, meeting here on Friday, acted to comply with the U.S. Supreme Court decision overruling the previous ban on the film. The Regents announced that it has directed the issuance of a license after Dr. Flick reviews the film again and "is satisfied it is in the same form as heretofore shown to the Regents and the Supreme Court."

Will Define 'Immorality'

In the wake of the "La Ronde" case, the Regents are expected to draw up a bill revising the statutory definition of "immorality." However, the two-day meet which wound up Friday, was said not to have handled that problem.

Await 'La Ronde' Print, Ruling on 'Line' Soon

A spokesman for the New York State censor board here said that Commercial Pictures, the distributor of "La Ronde" has not as yet delivered a print for review, but the board expects one shortly. A Commercial Pictures official said that no exhibition deals in New York have been agreed upon, adding that Commercial was first awaiting action by the Board of Regents.

Meanwhile, state censors on Friday saw RKO Pictures' "French Line" and the company is expected to be notified today or tomorrow whether a license for the film has been granted.

Litvak Will Attend 'Act' Premiere Here

Anatole Litvak and Dany Robin, who co-stars in "Act of Love," will attend the New York premiere of the United Artists film at the Astor here on Thursday.

Litvak will fly here from Los Angeles, and Miss Robin, who is making a coast-to-coast tour of the country, will return to New York for the opening.

Industry Communion Attended by 1,500

The fourth annual motion picture industry Communion breakfast yesterday was attended by approximately 1,500 persons from all sections of the industry at the Waldorf-Astoria Hotel here following Solemn Pontifical Mass presided over by the Most Rev. Joseph F. Flannelly, D.D., at St. Patrick's Cathedral.

The principal speaker at the breakfast was the Most Rev. James H. Griffiths, S.T.D., Auxiliary Bishop to the Military Vicar of the Armed Forces.

Guests of honor invited to the breakfast included Pat O'Brien, Peter Lind Hayes, Mary Healy, Jane Wyatt, Don Ameche, Jessica Dragonette, Ann Crowley, Anita Colby, Una O'Connor, Dennis Day, Bob Considine and Kate Cameron.

The Rev. Thomas F. Little, executive secretary of the National Legion of Decency and spiritual director of the group, sponsored the breakfast.

Russ Emde Resigns RKO Theatres Post

Russ Emde, zone and division manager for RKO Theatres here, has resigned effective today. He will announce his future plans in the near future.

Emde had been with RKO for more than 25 years and is credited with originating many of the promotion plans used extensively by the circuit. He was in charge of the RKO houses in upper Manhattan, Bronx, Westchester and Newark. In 1931 he was appointed assistant to N. J. Blumberg, then head of RKO Theatres.

RKO Theatres Joins In Shunning 'Line'

RKO Theatres joined some other major circuits in deciding not to play "The French Line" without a Production Code seal, it was disclosed here at the weekend.

RKO Theatres, it was learned, has informed RKO Pictures of its decision. The other circuits taking a similar view include American Broadcasting-Paramount Theatres, Loew's, Skouras Theatres Corp. and others.

Film Shortage

(*Continued from page* 1)

"How to Marry A Millionaire" and such conventional films as "From Here to Eternity" and "Miss Sadie Thompson," the latter available either in 3-D or in conventional form. They claimed that many more pictures out of Hollywood today, compared with six months or a year ago, enjoy longer runs, thereby making the number of pictures booked or available virtually meaningless as a business yardstick.

Another factor easing the product shortage, according to the circuit officials, is the growing allotment of playing time given to foreign product.

The changed thinking on the part of such circuit executives is in sharp contrast to that which prevailed last November at the time of the Theatre Owners of America annual convention in Chicago at which Leonard Goldenson, American Broadcasting-Paramount Theatres president, gave the keynote speech calling for direct exhibitor financing of production to ease what was feared to be an impending product shortage.

In the months since, no specific movement to implement the suggestion has been initiated by any exhibitor.

Film Unit's $32,239 To Catholic Charities

The 1953 Appeal of the New York Catholic Charities will receive $32,239 as a result of the drive conducted by the motion picture group of the special gifts committee under the chairmanship of John J. O'Connor, it has been disclosed by John A. Coleman, executive chairman of the Cardinal's Committee of the Laity.

L. Douglas Netter was vice-chairman of the film group, which was also served by George J. Schaefer, treasurer.

ABC Promotes Stern

Ernest E. Stern has been appointed publicity manager for the American Broadcasting Co. effective today, it was disclosed by John W. Pacey, ABC's director of public relations.



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World Premiere

GOLDEN GATE THEATRE, SAN FRANCISCO · FEB. 10



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SANTA CRUZ, Santa Cruz
LODI, Sunset
MODESTO, La Loma
LIVERMORE, State
EUREKA, Rialto
ANTIOCH, El Campanil
BENICIA, State
RENO, Tower
STOCKTON, Ritz
PALO ALTO, Varsity
SAN JOSE, Padre
KLAMATH FALLS, Tower
REDDING, Redding
SANTA ROSA, Tower
MONTEREY, Rio
MERCED, Strand
WOODLAND, Porter
SAN MATEO, San Mateo
NEWMAN, Westside
REDWOOD CITY, Fox
EL SOBRANTE, Park
PETALUMA, State
—and many more

TOA Board

(*Continued from page* 1)

headquarters in New York, local newsmen were told.

Hotel lobby comment of directors, the only informational source open to reporters, indicated that one of the hottest subjects of conversation during the three-day gathering might well be 20th Century-Fox's policy of requiring stereophonic sound equipment with its CinemaScope presentations.

Sound 'Mixer' an Item

Developments in the matter have reddened some TOA faces, what with James Coston withdrawing his Illinois-Indiana theatres from membership in TOA in protest against TOA president Walter Reade's action in circumventing the 20th-Fox policy by installing the sound "mixer" in three Reade theatres to convert the stereophonic into standard sound. Also, 20th-Fox had initiated court action against Reade in New Jersey, which was withdrawn only after Reade made a last-minute visit to Spyros Skouras, 20th-Fox president, who relented after Reade expressed his "regrets" and agreed to impartial regional tests of the two sound systems.

The TOA board, of course, will also have such of its standard agenda items as arbitration, product supply, taxation and similar subjects before it.

Sues the Gunzburgs; Claims 'Partnership'

HOLLYWOOD, Jan. 31.—William Blowitz, publicist, on Friday filed a Superior Court action against Milton L. and Vera Gunzburg, and others, asking the court to establish existence of a partnership with them in an endeavor which, as Natural Vision Corp., was a leader in the industry's use of three-dimensional pictures.

Plaintiff asserts a partnership was set up in 1951 under which he was to receive 10 per cent of the profits accruing from the 3-D venture, and that the Gunzburgs repudiated this agreement last July.



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'Red Garters'

(*Continued from page* 1)

well as solid senior skills, and it rides high, wide and handsome on some exceptionally fine music and lyries by Jay Livingston and Ray Evans. If it plays out half as well as it looks and sounds, it opens a whole new field—categorical satire—for filmic exploration.

Talents advantageously backgrounded by Duggan's glistening scenic surroundings include, at the top in official billing, Rosemary Clooney, whose recordings outsell nickel coffee; Jack Carson, who gets maximum laugh returns from lines furnished in Michael Fessier's relatively unremarkable script; Guy Mitchell, best-selling disc singer making his film debut, Gene Barry, directly opposite Mitchell in pseudo-feud that sustains a lightly held story line; Cass Daley, as comedy squaw; Pat Crowley and Joanne Gilbert in suitable assignments handled with style, ease and great charm.

Direction by George Marshall, whose versatility and veterancy are equally legendary in this sternly competitive town, took the technological hurdles set up by producer Duggan's cut-out scenery blithely and in stride.

Choreography by Nick Castle is pleasantly informal without going casual, and never slops over into stylized ballet.

The closest to a comparable film in recent years was "Annie Get Your Gun," but the similarity is too scant to mitigate against exploiting this as strictly "something new" on the screen.

Running time, 90 minutes. General classification. Release in March.

WILLIAM R. WEAVER

Tax Plan

(*Continued from page* 1)

whole new computation for tax purposes.

The committee change would eliminate the need for this new computation. The taxpayers would pay on the basis of a 52-week year for several years and then pick up the extra days by paying one year on the basis of a 53-week year.

The committee also wrote into the new bill very complete and clear rules for taxing partnerships. The present law is vague and unclear on this point. Many theatres are owned by partnerships and would be affected.

Another change would close a loophole growing out of the "collapsible corporation" device used by some film producers a few years ago to get capital gains taxes on film income instead of having to pay the higher ordinary income rates. Congress amended the law several years ago to outlaw "collapsible corporations" and committee officials said some film producers were using a new device of a "collapsible partnership" to attain the same goal.

Theatre TV

(*Continued from page* 1)

injustice of allowing a radio station to sell time on the basis of its fight news summaries, while theatre TV interests are paying the promoters of the event for exclusivity, it was said.

Those attending the meeting, presided over by Harry Goldberg, chairman, were Mitchell Wolfson, Phil Harling, Fred Schwartz and Si Fabian.

Following the TOA Friday morning meeting, the National Exhibitors Theatre Television Committee met in the afternoon, discussing such problems as whether special theatre TV channels should be sought from the Federal Trade Commission and related matters.

UA Names Blumofe

(*Continued from page* 1)

torney and executive, came to United Artists from the Music Corp. of America. He represents U. A. in negotiations with independent producers for new pictures and has served as the company's liaison with independent producers whose films are released by United Artists.

Johnston Named

(*Continued from page* 1)

Fisher, the agency's film officer in Sao Paulo, has been designated alternate U.S. representative. Streibert said Johnston would head a large unofficial industry delegation, including Hollywood directors, actors and actresses and technicians. Six government produced documentary films and five commercially produced features will be entered from the U.S., he added.

"Mr. Johnston's appointment is an excellent example of the way in which private industry and government can and should cooperate in promoting U.S. objectives abroad," Streibert stated. "This is the first time that the chief official U.S. representative at an international film festival has been chosen from the industry itself."

Stress Liaison with Exhibition at 20th

Emphasis on greater liaison with exhibitors on the planning and programming of CinemaScope shows, and preliminary discussions on handling spring, summer and fall releases, took up the agenda of the final session of the two-day 20th Century-Fox sales meeting here on Friday.

Under the chairmanship of distribution director Al Lichtman, the sales heads discussed ways to effect better programming of CinemaScope features as well as standard releases and short subjects. Success of the company's filmed progress reports on CinemaScope will bring a new subject, one pointing up the role being played by equipment manufacturers in the success of CinemaScope, which will be offered free to exhibitors with "Hell and High Water," it was stated.

Finalization of merchandising plans on three CinemaScope features, "Hell and High Water," "Night People" and "Prince Valiant," and three standard Panoramic Productions, "Three Young Texans," "The Siege at Red River" and "Gorilla," was discussed.

Schreiber Due in N. Y.

Sidney Schreiber, general counsel of the Motion Picture Association of America, is expected to return here either today or tomorrow from Cuba where he conferred on the imposition of a special 10 per cent tax on American films by the Cuban government.

Allied Meets

(*Continued from page* 1)

any event, the registration has exceeded expectations.

Problems as they relate to new projection techniques in drive-ins will highlight the drive-in convention and an extensive program, including forums and clinics, has been arranged for the purpose of clarifying many of the aspects.

The ITOO agenda also includes the new media, especially the employment of stereophonic sound and the controversy caused by the use of a "mixer" in some Walter Reade circuit theatres in projecting "The Robe." The alleged shortage of prints appears certain to be a subject for discussion and possible action. Criticism of the claimed shortage of CinemaScope prints may be curbed in view of 20th Century-Fox's announcement last week that the "bottleneck" would end by March 15.

Among the speakers scheduled for the state unit convention are Herbert Barnett, president of the Society of Motion Picture and Television Engineers; Rube Jackter, assistant general sales manager of Columbia Pictures; Albert E. Sindlinger of Sindlinger & Associates, and M. L. Simons, director of exhibitor relations for M-G-M.

The national Allied board meetings will last approximately three days after the close of the drive-in and ITOO conventions.

AFM Talks

(*Continued from page* 1)

James C. Petrillo, AFM president, and Republic officials here on Thursday night. According to a Petrillo source, the meeting pertained mostly to Republic's financial condition. The spokesman denied that the problem of television rights entered into the negotiations. Under the old agreement, recently renewed by six companies for a four-year term with a five per cent wage increase for studio musicians, the film companies are prohibited from selling their films to television without recourse to the AFM.

A spokesman for the American Federation of Musicians here said that RKO Pictures requested a separate contract before the talks got underway early last week in Miami.

Havas May Head

(*Continued from page* 1)

become president of Moulin Productions.

Havas, who is a veteran in foreign film distribution, is said to have been one of three sales executives who had been recommended to Grainger for the position.

IN MEMORY OF ITS LATE PRESIDENT

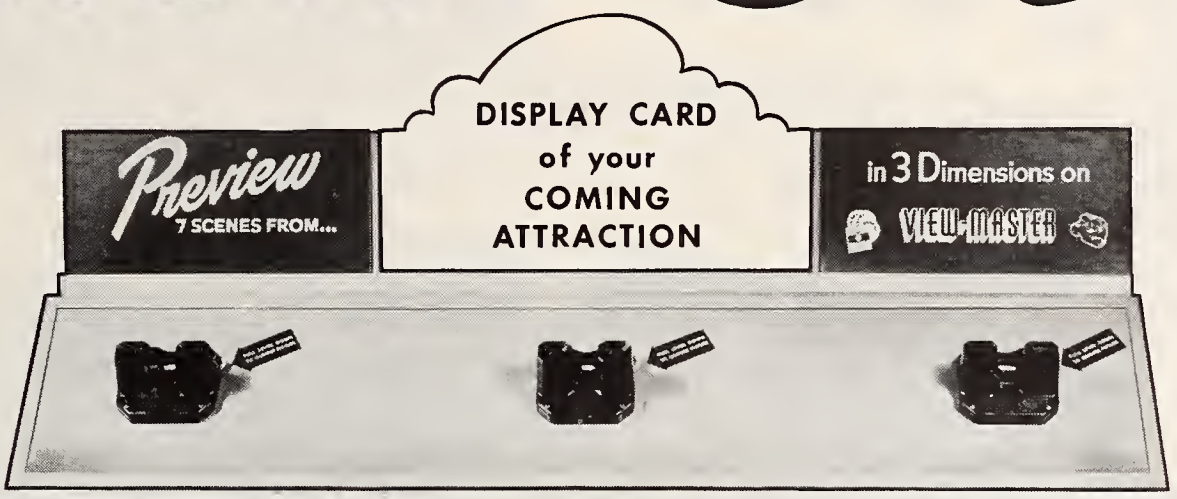
MYER LESSER

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VOL. 75. NO. 22 NEW YORK, U. S. A., TUESDAY, FEBRUARY 2, 1954 TEN CENTS

Seek Answers

Drive-ins Want 'Scope Sound Clarification

Convention Delegates 'Boiling' On Issue

By WILFRED SMITH

CINCINNATI, Feb. 1.—The question of whether CinemaScope pictures would be made available to drive-in theatres which do not have stereophonic sound appeared to be uppermost in the minds of early arriving exhibitors to the National Allied Drive-in Theatre Association convention which opens here today.

Delegates expressed the desire to return to their theatres after this convention with factual knowledge and further clarification of Spyros Skouras's statement to the effect that 20th Century-Fox was working on some-

(*Continued on page 4*)

Reade Says Schine Houses Join TOA

WASHINGTON, Feb. 1.—The Schine circuit has taken memberships for all of its theatres in the Theatre Owners of America, Walter Reade, Jr., TOA president, told the association's board of directors here today. Approximately 120 houses are operated by the various Schine companies.

In his report to the board, Reade said that he would dedicate a substantial portion of his time in office to

(*Continued on page 4*)

Lichtman Gets Stock Option at $18.86¼

WASHINGTON, Feb. 1.—An option to purchase 25,000 shares of 20th Century-Fox common stock at $18.86¼ per share has been granted to Al Lichtman, 20th-Fox distribution director, the company reported to the Securities and Exchange Commission.

Under the option, according to the report, the purchase is limited to 12,500 shares in the first year, 1954, and 12,500 shares in the second year, 1955. The current New York Stock Exchange quotation for 20th-Fox common is about $20 per share.

Tax Drive's Lethargy Hit

Although encouraged by talks last week with Treasury Secretary Humphrey and Congressional leaders, Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, warned COMPO's national tax campaign organization yesterday that a continuation of the industry's present lethargy toward the tax campaign "can defeat us."

In a letter sent to all state and Congressional district campaign committees, Cole and McGee called upon all exhibitors to interview at once all Senators and Congressmen who have not made new pledges to vote for tax repeal and to continue contacts with their members of Congress even if they have already given a pledge to help.

"There are grounds for encouragement for some measure of industry

(*Continued on page 4*)

Dewey Sees $400,000 As License-Yield

ALBANY, Feb. 1.—Gov. Thomas E. Dewey's budget message to the legislature tonight estimated the yield from the license fee (censorship) on films exhibited in New York will be $400,000 during 1954-55. The same figure was estimated for 1953-54, the first 10 months of which produced $339,000.

Governor Dewey commented, "This license fee produces an annual revenue ranging from $350,000 to $450,000.

In the fiscal year 1952-53 the revenue was $414,000.

Sen. Johnson Hits Immoral Pictures

WASHINGTON, Feb. 1.—Senator Ed Johnson, Colorado Democrat and perennial industry critic, warned that the motion picture industry is "asking for trouble again" by permitting some producers to make lewd pictures.

"Stiff competition by television is warping their better judgment," he said. "A few 'Peck's bad boys' among them think their sagging gates can be restored by going lewd."

Would Limit Md. Censor Statute to 'Indecent,' 'Obscene'

BALTIMORE, Feb. 1.—A recommendation that Maryland's film censorship statute be amended to bar only those films judged "indecent" or "obscene" has been made by Attorney General Edward Rollins. This change, he said, would permit board decisions to be appealed to the Maryland Court of Appeals.

In advising elimination of all censorship criteria other than indecency and obscenity, Rollins explained he believes the statute should be brought into accord with decisions of the U. S. Supreme Court given last month and in 1952.

The statute now permits the Maryland Board of Motion Picture Censors to "disapprove such films as are sacrilegious, obscene, indecent, inhuman or immoral, or such as tend, in

(*Continued on page 6*)

Demand Cuts

3 States Ban 'French' in Present Form

N. Y., Kan., Pa., Boards Find Dance Objectionable

RKO Pictures' "French Line" has been rejected in its present form by the state censor boards of New York, Pennsylvania and Kansas, it was learned here yesterday.

The state censors, it was stated, all registered objections to the Jane Russell dance number in the last reel, the same objection which formed the basis of a Production Code seal denial for the picture and its condemnation by the National Legion of Decency.

RKO Pictures was informed of New York State's disapproval yesterday. An RKO spokesman here stated that he did not know whether the company would make the requested cuts in light of the objections voiced by the censor

(*Continued on page 6*)

SBC May Wind Up Its Film Study

WASHINGTON, Feb. 1.—The Senate Small Business Committee will meet on Thursday to decide on its agenda for the coming year, and the outlook is for a very limited continuation of its film industry trade practice probe, if any continuation at all.

Committee members say they feel the committee has devoted enough attention to the film industry, and that it's time to turn its attention to other matters. They say the indications are that at the very most the subcommit-

(*Continued on page 2*)

Members Canvassed

Allied Board to Decide On Stock-Buy Plan This Week

CINCINNATI, Feb. 1.—Based on the answers to a questionnaire, Allied's board of directors will decide this week whether or not it will proceed with its convention-conceived plan of stock acquisition by its members in motion picture companies. Following the proposal by Trueman Rembusch, as keynote speaker at the association's convention in Boston last October, Allied directed that a survey be made to ascertain how many shares of film company stock were held by Allied members or others willing to cooperate in the undertaking.

The Allied board, which opens its annual meeting here on Friday, will act on the project with the understanding that its undertaking and execution will depend on the exhibitors themselves.

The questions asked in the survey were as follows:

¶ How many shares of the stocks of the following companies owned by you or by members of your family or business associates will be available in carrying out a program as described: Columbia (comm.), Loew's, Paramount, RKO Pictures, 20th

(*Continued on page 7*)

Asks Buffalo Tax Of 5% on Tickets

BUFFALO, Feb. 1.—A five per cent tax on Buffalo theatre admissions, to yield an estimated $850,000 a year, has been proposed by Councilman-at-Large Joseph Cooley to help the city out of current financial difficulties.

Cooley asserted the city has no alternative but to exercise "its ample powers in the field of nuisance taxes," observing "I don't know of a better term for them because, in truth, all taxes are nuisances."

Personal Mention

MILTON R. RAKMIL, president of Universal Pictures, returned here yesterday from the Coast.

•

LUIGI G. LURASCHI, manager of the Paramount studio foreign department, and MRS. LURASCHI, who arrived here yesterday from Italy, will leave for Hollywood tomorrow.

•

LEONARD GOLDENSON, president of American Broadcasting-Paramount Theatres, and ROBERT WEITMAN and ROBERT O'BRIEN, vice-presidents, are in Chicago from New York.

•

E. S. GREGG, Westrex Corp. vice-president and general manager, and U. B. ROSS, director for Latin America, left New York by plane at the weekend for Mexico.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, will leave here today for Cincinnati.

•

G. RALPH BRANTON, president of Interstate Television Corp., returned to Hollywood yesterday from Chicago.

•

DON ROBB, Paramount Pictures unit manager, is due here from Hollywood next week en route to Egypt.

•

DAN S. TERRELL, publicity manager for M-G-M, left New York yesterday for Hollywood.

Texas Premiere for Para's 'Red Garters'

AUSTIN, Texas, Feb. 1.—Paramount's "Red Garters" opened at the Paramount and State theatres here tonight after day-long festivities headed by the cast of the film.

The Hollywood group was met at the airport by city and state officials, Paramount representatives, "Miss Red Garters of Texas" and representatives of the Interstate Theatres, whose houses are showing the film.

Preceding the premiere, there was a parade through the center of Austin and a March of Dimes rally led by the cast in front of the Paramount.

Livingston is Named Rep. Cleve. Manager

Appointment of Jules Livingston as Republic's Cleveland branch manager has been announced by C. Bruce Newbery, director of sales.

Livingston had been branch manager in St. Louis. Raymond J. McCafferty, former senior salesman in the branch, becomes manager.

Time Given Rep. for Suit Interrogatories

HOLLYWOOD, Feb. 1.—The frequently-postponed deadline for the 12 defendants in the Government's 16-mm. suit was set back today to March 2, when Republic, last to file the required interrogatories, was given until that date to complete answers.

New Magniglow 3-D Drive-In Screen

BUFFALO, Feb. 1.—A "Skyfire" model screen for showing 3-D films at drive-in theatres will be among three new Magniglow types to be offered by Glowmeter Corp. during the first half of this year, A. I. Mihalakis, president, told stockholders.

The company also will attempt to reach its greatest possible volume of production on Magniglow Astrolite screens for CinemaScope, he said.

The other new screen models to be introduced are for the amateur field and a daylight version for use in industry, church, government and school exhibition.

Schreiber to Report On Cuba to MPEA

A report on the recently imposed Cuban 10 per cent tax on American films will be presented here today at a meeting of foreign sales managers of the Motion Picture Export Association by Sidney Schreiber, MPEA legal counselor. Schreiber returned at the weekend from a visit to Cuba.

Other items on the agenda include a discussion on the Japanese, Spanish and Argentine situations. Meanwhile it was learned that Irving Maas, MPEA Asian director, has left Japan after preliminary discussions with industry executives there for Indonesia. While in the Indonesian capital of Djakarta, it was stated, Maas will seek an "arrangement" with the Indonesian government for 1954. Maas will return to Tokyo in about two weeks.

Frisch Will Co-Head Freedom Campaign

Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Owners Association, will serve as co-chairman of the amusement division of the Crusade for Freedom campaign in New York, it was announced by Harry Brandt, chairman of the amusement division.

Frisch and Brandt will organize activities of film men in the metropolitan area during the national campaign to obtain 25,000,000 Freedom Scroll signatures and $10,000,000 Truth Dollars during Freedom Week, Feb. 12 to 22. Barney Balaban, Paramount Pictures president, is New York State chairman of the crusade.

Dividend on B & H Stock

CHICAGO, Feb. 1.—Bell & Howell today declared a special dividend of 50 cents per share on its common stock, to bring the year's total per share to one dollar. The company also disclosed that future quarterly dividends will be 25 cents per share.

Bernhard Mills Dead

Bernhard Mills, president of Equity Film Exchange, died in Washington yesterday at the Garfield Memorial Hospital. Mills was stricken with a heart attack last week. Funeral services will be held tomorrow morning at 11:30 at the Riverside Memorial Chapel.

Chicago First-Runs Still Holding Up

CHICAGO, Feb. 1.—First runs here continue to do well, although some spots are finding the going a bit rough. The Monroe, for example, is down to $3,500 in the third week of "Lure of the Sila," and "Easy to Love" is winding up with a $4,000 session at the RKO Grand. Two big films making their local bows are taking honors this week. "The Eddie Cantor Story" is heading for a fine $33,000 at the McVickers, and "King of the Khyber Rifles" is expected to do a great $45,000 at the Oriental.

Among the holdovers, "This Is Cinerama" still is strong, with $35,000 for its 27th week at the Palace; "Knights of the Round Table" at the State Lake and "Miss Sadie Thompson" at the Chicago are both expected to top $40,000 for their third and second weeks, respectively; and "The Wild One" is running up a very good $17,000 in its second week at the United Artists.

Other strong holdovers are "Julius Caesar," "The Living Desert," "Little Fugitive," and "Gilbert and Sullivan."

Heavy Exploitation For 'Miller Story'

U-I's "The Glenn Miller Story" is being promoted by 16 field exploitation representatives, the most used by the company on any picture, Charles Simonelli, Eastern advertising and publicity manager, said yesterday.

To be released on Feb. 22, the film is being given an advance promotional boost with personalities connected with the release visiting all 32 exchange cities.

AA 'Cell' Ad Budget Boosted to $350,000

HOLLYWOOD, Feb. 1.—Allied Artists' allocation for the advertising of "Riot in Cell Block 11" in saturation bookings, which will be triggered by the film's world premiere at New York's Mayfair Theatre on Feb. 18, was increased to $350,000 following a meeting of A.A. executives over the weekend, the studio has disclosed.

Studio Workers' Pay Rose in December

HOLLYWOOD, Feb. 1.—Craft union workers in the studios here averaged $120.28 weekly during December, the California Department of Industrial Relations' monthly report has revealed. The figure was up from November's $118.83. The work week averaged 42 hours in each instance.

Schwartz Returns From Coast Trip

Sol. A. Schwartz, president of RKO Theatres, returned here yesterday from the Coast.

While in Hollywood, it was stated, Schwartz conferred with studio executives on new techniques and attempted to line-up a new headliner for the RKO Palace on Broadway. He also was slated to look at new product.

Hall's 'Round Table' In 4th Week Paces Broadway Business

An excellent $145,000 was forecast for the fourth week of "Knights of the Round Table," in CinemaScope, at Radio City Music Hall. Last week, business at the Hall paced other first-run Broadway houses, which found the box-office stimulated somewhat by mid-year school holidays.

"It Should Happen to You" at Loew's State was reported to be building, with a fine $32,000 indicated for the third week. Tonight "Hell and High Water," in CinemaScope will open at the Roxy, replacing "12-Mile Reef," which did a neat $29,300 in the last four days of its seventh week. Another CinemaScope production, "King of the Khyber Rifles" at the Rivoli is expected to hit a fairly nice $16,000 for its sixth week.

At the Globe, "How to Marry A Millionaire," the long-holding CinemaScope film, is due to register a fine $22,500 for its 12th week. A pretty good $18,500 is seen for the second week of "Escape from Ft. Bravo" at the Mayfair. "The Command" at the Paramount is forecast to do a fair $27,000 for its third and final week. "His Majesty O'Keefe" will bow at the Paramount on Friday. At the Capitol, a good $24,000 is predicted for the sixth week of "Miss Sadie Thompson" in 3-D. At the Criterion, $10,000 is due for the second and final week of "Donovan's Brain."

SBC Wind-up

(*Continued from page 1*)

tee headed by Sen. Schoeppel (R., Kans.) will be directed to keep a general watch on the industry to see how its previous recommendations are being carried out. They say they doubt any extensive hearings or investigation like those carried on by the subcommittee last year.

Last year, after lengthy hearings, the subcommittee recommended that the Justice Department enforce the Paramount decrees more strictly and that the industry work out its own arbitration system.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION



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JUST WHAT THE DOCTOR ORDERED!

It's loaded with boxoffice vitamins!



Rx

"Laugh-laden entertainment! Well equipped to pay off in revenue and audience satisfaction!"
—**BOXOFFICE**

"Mitchum smoother than ever... Miss Simmons is delightful... Hunnicutt turns in another top job!"
—**HOLLYWOOD REPORTER**

"Delightful comedy... Strong marquee draw... should score wherever played and do exceptionally well!"
—**SHOWMEN'S TRADE REVIEW**

HOWARD HUGHES presents

ROBERT MITCHUM
JEAN SIMMONS
ARTHUR HUNNICUTT

in

She couldn't say NO!

with **EDGAR BUCHANAN • WALLACE FORD • RAYMOND WALBURN**

RKO RADIO PICTURES

Directed by LLOYD BACON • Screenplay by D. D. BEAUCHAMP, WILLIAM BOWERS and RICHARD FLOURNOY • Produced by ROBERT SPARKS

Prominent at Last Night's Roxy Premiere







"HELL AND HIGH WATER," newest CinemaScope production of 20th Century-Fox, opened last night at the Roxy Theatre here at a benefit premiere which drew an assemblage which included many personages well known in the industry, as well as in the civic and social life of the city and nation. Seen above arriving at the theatre are: (left to right) first photo, Plato Skouras and Bella Darvi, French star featured in the film; (center photo), Charles Einfeld, vice-president of 20th Century-Fox, and William Talbert, captain of the U. S. tennis team, with Mrs. Talbert; (right photo), Spyros P. Skouras, president of 20th Century-Fox, and Basil O'Connor, director of the National Foundation for Infantile Paralysis.

'Dimes' Drive Aided By 'Water' Premiere

Persons prominent in the entertainment industry last night joined with society and civic leaders at the Roxy Theatre premiere of "Hell and High Water," proceeds of which were turned over to the Greater New York March of Dimes to aid in the fight against infantile paralysis.

Headed by Richard Widmark and Bella Darvi, featured players, and Samuel Fuller, the film director, a succession of celebrities were interviewed by Fred Robbins, for his Mutual network show, and by Joey Adams, for his ABC program.

The 23-piece New York Naval Base Band performed inside and outside the theatre.

Schine Houses

(*Continued from page* 1)

increasing the TOA membership because "I am convinced that the major hope of exhibition rests in strong and united representation."

Reade told the board that he anticipated no difficulties or obstacles in the establishment of an arbitration system, pointing out that the sales managers were meeting tomorrow in New York to act on TOA's recommendation that such a plan be set up. He said that the necessity for an agreement on the mechanics of a system was the only obstacle holding up the actual resumption of conferences.

The TOA president gave a summary of his recent controversy with 20th Century-Fox over the use of non-stereophonic sound in his presentation of "The Robe" in Morristown, N. J., concluding with the assertion that he was convinced that as a result of personal experience, "that there are adequate substitutes for stereophonic sound and that Fox's position of compelling stereophonic sound is basically illogical and economically untenable."

Ohio Theatre Re-Opens

LORAIN, Ohio, Feb. 1. — The Grove Theatre, closed during the past year, re-opened Jan. 29 under the management of Alex Negris.

Review

"Hell and High Water"

(20th Century-Fox)

WITH accent on the spectacular, "Hell and High Water" takes full advantage of the potentials of CinemaScope. From a scenic standpoint it is not as impressive as "Beneath the 12-Mile Reef," but it has more action and suspense. The sweeping effect of CinemaScope is noticeable particularly in an under-water "cat and mouse" chase between two submarines and also an exciting battle on the beachhead of a Arctic island. The finale, too, is awe-inspiring when a plane carrying an atom bomb is shot down from a submarine resulting in the A-bomb explosion.

Richard Widmark and Bella Darvi, the latter a newcomer from France, share the top billing and they are capably supported by Victor Francen, Cameron Mitchell, Gene Evans, David Wayne, Stephen Bekassy and Richard Loo.

"Hell and High Water" is out-and-out melodrama, with situations frequently created merely for dramatic effect without regard for the motivation of the sequences. The screenplay by Jesse L. Lasky, Jr., and Samuel Fuller, the latter also directed, was based on a story by David Hempstead. The color by Technicolor is excellent.

The story concerns a civilian project, composed of scientists from many countries, who believe that an Arctic island is the secret A-bomb arsenal of the Communists. They do not know where the island is but their plan is to outfit a submarine and to follow a freighter which they believe is heading for the island. Widmark is recruited to command the expedition and he is allowed to pick his own crew. On board are Victor Francen, a French scientist, and his assistant, Miss Darvi, who ultimately is discovered to be his daughter.

As soon as the submarine gets on its way, things begin to happen. There is a fight over the girl; a Red submarine seeks to intercept Widmark's underwater craft, resulting in a deep sea battle; a romance develops between Widmark and the girl, and finally there is a skirmish on the island when Widmark and Francen discover a barracks full of troops. This island, however, proves to be not the one they are looking for and they set out to find the right one, achieving their goal in time to prevent a Red plane from carrying an atom bomb to be dropped in the Orient so that the blame can be placed on the United States.

Widmark is adequate as the submarine commander, although at times he appears to be a little stiff. There are a few illogical sequences, but audiences who like their screen action in large doses will find it in this picture. Raymond A. Klune produced.

Others in the cast are Peter Scott, Henry Kulky, Wong Artarne, Harry Carter, Robert Adler, Don Orlando, Rolin Moriyama, John Gifford, William Yip, Tommy Walker, Leslie Bradley, John Wengraf, Harry Denny, Edo Mita, Ramsey Williams, Robert D. Williams and Harlan Warde.

Running time, 103 minutes. General audience classification. For February release.

AL STEEN

'Saint' for RKO Release

Julian Lesser's "The Saint's Girl Friday" will be released by RKO Radio on April 15. The picture stars Louis Hayward, Naomi Chance and Sidney Taffler.

Nets to Cover 'Years'

WASHINGTON, Jan. 31. — Both NBC and CBS will cover the opening of Samuel Goldwyn's "The Best Years of Our Lives" at Keith's Theatre here tomorrow night.

Drive-ins

(*Continued from page* 1)

thing for the drive-ins in relation to sound and CinemaScope.

Most of the delegates have stated that they wanted to make the installation of necessary equipment if the costs are nominal enough to make the medium workable on a profitable basis. However, every exhibitor who was contacted phrased the need for stereophonic sound in a drive-in as being "impractical and ridiculous." They said they hoped that CinemaScope product would be available with a "mixer" when the majority of drive-ins reopen next month.

Wilbur Snaper, president of national Allied, will open the convention today with information regarding 20th-Fox's position on CinemaScope.

(It was reported in New York that Snaper and Skouras held a lengthy conference at the 20th-Fox home office last Friday.)

The practical merits of the new Twi-Nite drive-in screen also is of prime interest to the exhibitors. It will be shown tomorrow afternoon.

More than 800 registrations have been made for this convention and, according to chairman Rube Shor, approximately 1,000 exhibitors and equipment dealers will attend the business sessions.

Other subjects to be taken up at the three-day convention are the product situation, Allied's proposal to have its members acquire stock in film companies and film costs.

Tax Campaign

(*Continued from page* 1)

relief," the letter said, but added that "this conclusion is conditioned upon a number of things happening or not happening, as the case may be."

The group was warned that "any failure on the part of your committee to carefully guide the legislation affecting industry tax relief" could lose the proposed cut in amusement levies.

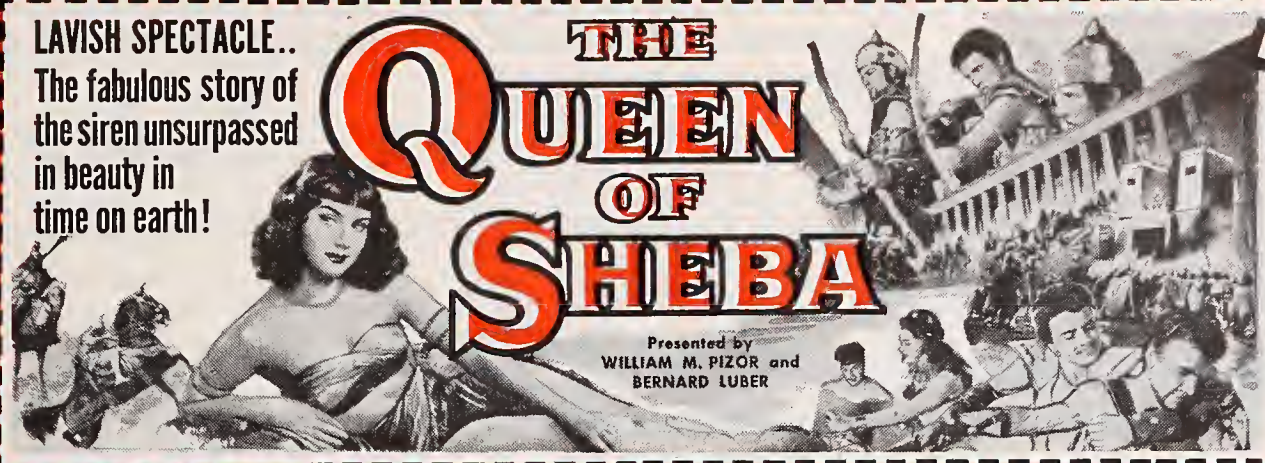
There are no grounds for overconfidence and no assurance that the industry will be granted tax relief, the letter concluded.

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NOW

NOW

ONE WAY ROAD TO VIOLENCE

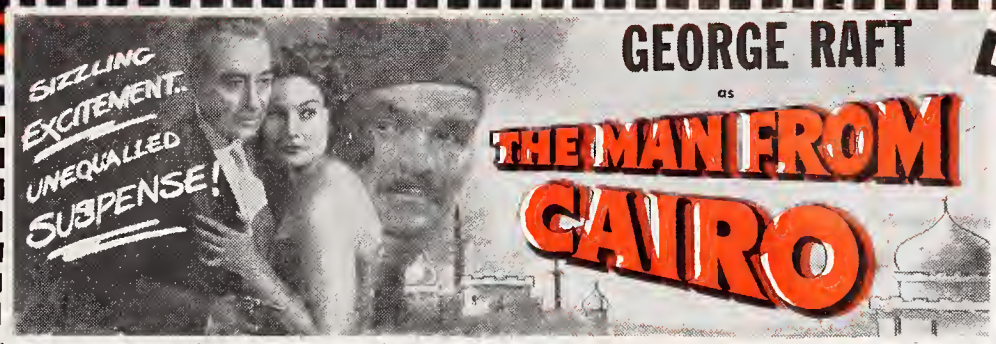
DAN DURYEA

TERROR STREET



SIZZLING EXCITEMENT.. UNEQUALLED SUSPENSE!

GEORGE RAFT
as
THE MAN FROM CAIRO



NOW

NOW

DANGER...LOOK OUT FOR...

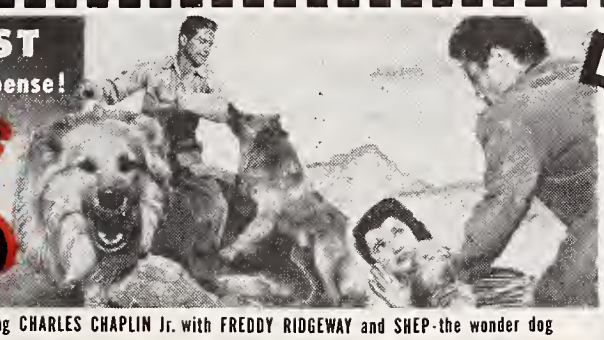
The Limping Man

Starring
LLOYD BRIDGES



MAN vs. BEAST
Gripping Adventure and Suspense!

Fangs of the WILD



ONSLOW STEVENS · MARGIA DEAN-introducing CHARLES CHAPLIN Jr. with FREDDY RIDGEWAY and SHEP-the wonder dog

NOW

NOW

T.N.T. comes wrapped in

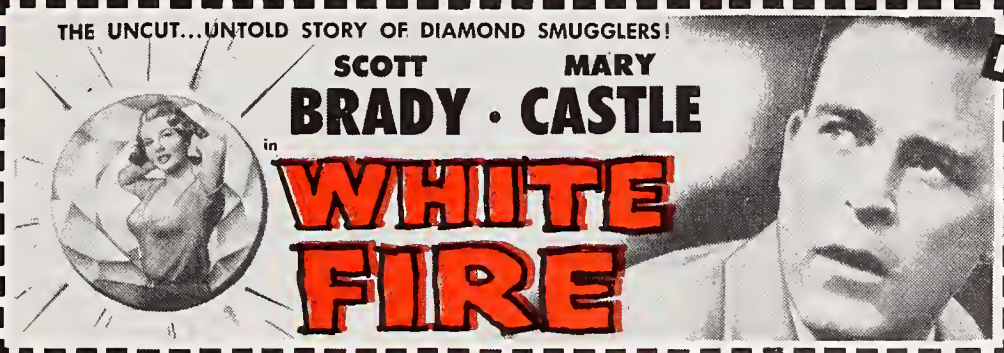
THE BLACK GLOVE

ALEX NICOL



THE UNCUT...UNTOLD STORY OF DIAMOND SMUGGLERS!

SCOTT BRADY · MARY CASTLE
in
WHITE FIRE



NOW

NOW

THRILL THRILL THRILL Hollywood

THRILL-MAKERS

Starring
JAMES GLEASON



He means Excitement... Action... Adventure and Business!

The Cowboy

in Eastman COLOR!



FEB.

NOW

Every step he took led him to DANGER and a woman!

Cesar ROMERO
in
Shadow Man



READY WHEN YOU NEED THEM...

Now!

ROADSHOW ATTRACTION FOR ALL OF 1954



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CABLE ADDRESS: GILDFILMS-LIPPFILMS

'French Line'

(Continued from page 1)

boards of the three states. Instructions are being awaited from the studio.

The controversial film, which caused the imposition of a $25,000 fine by the Motion Picture Association of America against the company, has been approved for exhibition in the cities of Chicago and Portland, Ore., the RKO spokesman said. State censor boards in Maryland, Ohio and Virginia still have to act on the film, in addition to boards of Boston, Detroit and Atlanta.

The rough treatment accorded to the film by state censors came in the wake of the rejection by the Production Code Administration and Legion of Decency, which found the revisions made by RKO Pictures unsatisfactory. An MPAA spokesman said yesterday that RKO Pictures as yet has not appealed the imposition of the $25,000 fine, a penalty required by MPAA regulations to be imposed against an MPAA member company which distributes a film without a Code Seal.

Meanwhile, there are no indications at this time when an MPAA board meeting will be called to act on the "French Line" controversy.

Md. Censors

(Continued from page 1)

judgment of the censor board, to debase or corrupt morals or incite to crime."

Rollins also is said to have recommended salary increases for Sydney R. Traub, chairman of the censor board; Mrs. Maude Dorrance, vice chairman, and Walter S. Ringler, secretary.

BOT to Telecast Management Meet

The American Management Association, meeting at the Hotel Astor here on Feb. 26, will utilize large screen television for its convention in a deal with Box Office Television. The telecasting will be localized in the hotel, it was added.

BOT, in making the announcement, reported Ford dealers throughout the country pleased with last Thursday night's telecast, which went to 32 theatres across the country.

Polaroid Stock Bonus

Increased capitalization of the Polaroid Corp. common stock from 407,375 shares to 750,000 shares will net each stockholder a 50 per cent dividend. A date for the distribution will be announced later.

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Television--Radio

with Pinky Herman

TV's most ambitious opera presentation will take place this Saturday when the NBC-TV Opera Theatre will produce the first two acts in the TVersion of "The Marriage of Figaro," (4:00-5:30 P.M.), the last two acts scheduled for Saturday, Feb. 13. Producer will be Samuel Chotzinoff, with Ralph Herbert and Ann Crowley as "Figaro" and "Cherubino" and Peter Herman Adler conducting. . . . Millions of TViewers gasped as they witnessed Jackie Gleason's unfortunate accident at the conclusion of his CBSaturday program. Jackie's intention of carrying on next Saturday is commendable but unwise. He should take the medico's advice and rest the injured ankle. . . . Arlene Francis has been named "hostess" for the new NBC-TV mid-morning series, "Home," which bows in March 1. Adding Walter Kiernan to the program as "The Man of the Home" to us would appear as another bit of perfect NBCasting.

☆ ☆ ☆

Ernest E. Stern, who joined the ABC publicity department in 1950 and progressively advanced to trade editor and then acting publicity manager, has been named publicity manager for the network. During the days we covered the radio beat together for another trade journal, we found Ernie to be industrious, ambitious and sincere and thus we feel that both the ABC network and Ernie deserve congrats. . . . Al Stahl, energetic prexy of Animated Productions, Inc. has developed a new animation stand, equipped with precision controls requiring minimum space, which will increase production by almost 5 per cent. . . . Jimmy Roma and his Rainbow Recording ork will help emcee Fred Robbins entertain at the Teenagers' Dancing Party Sun., Feb. 14, at the Manhattan Center. Two-fold purpose is to find effective ways and means to combat juve delinquency and to raise funds funds for the Damon Runyon Cancer Fund. Irving Shiffron is honorary chairman.



Ernest E. Stern

☆ ☆ ☆

PERSONAL POSTCARDS TO: JACKIE GLEASON:—Art Carney's histrionics on the Jan 14th telecast of "Burlesque" on the "Kraft Music Hall" was undoubtedly the new season's finest piece of make-believing. Prior to the performance we printed a line to the effect that with Art's talents, it promised to be a veritable "Carneyville." It was! . . . . OSCAR HAMMERSTEIN:—Fred Waring is soo sad because, though his radio program of March 31, 1949, previewed the "South Terrific" score and too, the show occupied the stage of the Broadway Theatre—just across the street from his offices and rehearsal hall, his busy schedule (TV program-concerts-workshop, etc) prevented him from enjoying the show before it closed. . . . DR. SIGMUND SPAETH:—Charles Reed Jones, who has been on the road contacting disk jockeys on behalf of the National Campaign to provide phonograph records equipped with Braille labels for institutions for the blind, happily reports 1,000 per cent cooperation from the decjays. . . . VINCE ANDREWS:—Did you know that Joe King, who did the narrative for the Eileen Barton ET's to help recruit men for the U. S. Marine Corps, was formerly a Captain in the Marine Corps?

☆ ☆ ☆

Reub Kaufman, president of Guild Films, has upped Art Gross to national director of client services. Incidentally, Guild will produce 74 half-hour telefilms, at a cost of over one million smackers in the next four months. . . . Tomorrow on his "Wonderful City" MBShow, emcee Harry Wismer will perform another wonderful deed. He'll present his guest, Lily, daughter of Connecticut's Governor Lodge, with the first (via Railway Express) CARE package for shipment overseas. . . . Miss Lily is associated with this worthy cause. . . . The Three Johns, Masterson, Reddy & Nelson, have added 50 people to handle the current "Lucky Seven" national TV ABContest which will give away $300,000. Scripter Alan Sands has been placed in charge of writing a daily fifteen-minute "Lucky Seven" strip.

☆ ☆ ☆

DOTS ALL. . . . Roland Reed will make 260 star-personality interviews in the "Scott Douglas in Hollywood" telefilm series. . . . After 'saving' the program twice, the producers of the new ABC-TVehicle, "The Mask," got smart and signed up Hank Sylvern as the regular musical conductor.

Code Is Still Vital, Rev. Griffiths Tells Film Communicants

The industry's Production Code, based fundamentally upon the Ten Commandments, has not become "old-fashioned" or "antiquated" in its relatively short period of existence any more than has the Decalogue itself, the Most Rev. James H. Griffiths, Chancellor of the Military Ordinariate, told 1,500 motion picture industry Catholics at their fourth annual Communion breakfast in the Waldorf-Astoria Hotel here Sunday.

Lauds 'Fine Men' of Industry

Rev. Griffiths said: ". . . merchants of exotic erotics now are trying to convince the nation that the Supreme Court has wiped out from the states all power to determine what is immoral, obscene and socially objectionable for showing in their jurisdictions. Nothing is further from the truth, as these producers will learn. They will learn it first from the men who head the film industry, the men who, in their determination to preserve the moral fibre of the nation, voluntarily accepted a Code of Production to which they all agreed. These fine men and the true artists who work with them will not betray the men and women of America."

Other speakers at the breakfast, which followed Pontifical Mass at St. Patrick's Cathedral, included Mrs. James Killilea, author of "Karen": Bob Considine, Pat O'Brien and Dennis Day.

UA Names Joel Hart Manager for Cuba

Joel Hart has been appointed Cuban manager for United Artists, it was announced yesterday by Arnold M. Picker, UA vice president in charge of foreign distribution. Hart succeeds the late Jose Del Amo, deceased.

Harry Goldsmith was named sales manager for Great Britain, Continental Europe, the Middle East and South Africa, and Reuben Perlman assumes the same duties for Latin America, the Far East and Australasia.

Another 72,921 'U' Shares Go to Decca

Decca's offer to exchange 145,842 shares of its stock for 72,921 shares of Universal Pictures has been executed, according to an announcement from Decca yesterday. Decca stated that it has received more than sufficient tenders. The acquisition by Decca of the additional shares gives it 66.88 per cent of the 1,006,260 shares of Universal common outstanding.

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In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

SOMETHING new and different for the drive-in refreshment stand is offered in "Chinese Egg Rolls" by Temple's Frosted Foods, Inc., Brooklyn, N. Y. This food novelty consists of a combination of shrimp, pork, celery and scallions, wrapped in a noodle jacket, as prepared by Chinese chefs. It is precooked and frozen and preparation is very simple, since it need only be heated in a fryer or on a grill. For service to the customer the egg rolls can be placed in napkins. Sidney Schwartz, president of the firm, tells us the product has been introduced in a number of drive-ins throughout the east with excellent results. Storage is no problem, either, since the egg rolls can be kept in any ice cream or freezer locker. They are packed 50 to the case.

•

A new folder describing its "Rainmaster" series of in-car speaker equipment has just been issued by Motiograph, Inc., Chicago. The speakers are designed with special weather-resistant features, with the face of the units being protected by a taut linen cover impregnated with a water-proof and dustproof chemical designed to prevent moisture, grit and dust from reaching the speaker cone. The speaker unit is four inches in diameter and has all metal parts. The housing is made of two pieces of light but strong die-cast aluminum. It has a two-tone finish.



•

To convert Boyer drive-in screen towers for projection of wide-screen films the Ballantyne Co., Omaha, has developed standard prefabricated wing sections. They are available in eight and 12-foot widths. The company is also equipped to convert Boyer towers currently in use to giant curved screens through engineering changes that can be made on the site, according to R. S. Ballantyne, company head.

•

An in-car speaker with housing constructed of Tenite II has been announced by Theatre Specialties, Inc., Los Angeles. Trade-named the "Bevelite Jewel-Tone," it is four inches in diameter. The speaker and volume control are mounted on a single yoke which can be removed or replaced in a matter of seconds without special tools or soldering equipment. This is achieved through the use of "quick-disconnect" wrist-lock connections, a new type of electrical contacts.

•

Illustrated brochures describing its line of playground equipment for drive-ins now are available from the American Playground Device Co., Anderson, Ind.

Allied Board

(*Continued from page 1*)

Century-Fox (comm.), Universal, (comm.), Warner Brothers and Republic (comm.).

¶ Would you be willing to buy additional shares of stock to further aid in carrying out such program? If so, in what company? How many shares?

¶ Would you be willing to dispose of your shares in one company and reinvest the proceeds in another in order to bring the maximum influence to bear upon a single company to be designated hereafter?

¶ When called upon, will you be prepared to execute proxies, or cause members of your family or business associates to do so, for the shares of stock held by you or them, in favor of a committee of experienced exhibitors, so that the shares may be voted in furtherance of such program?

¶ Will you be willing to guarantee playdates at prevailing prices for comparable product to a company to be designated by such committee for the maximum number of pictures that such company can produce in one year?

Playdates Vital Factor

Rembusch, in his keynote speech at the 1953 convention, said: "Ownership of 10 per cent of any film company's stock by exhibitors who will guarantee playdates at prices comparable to the going market, would secure the voting rights of sufficient shares of stock owned by large investment houses in a film company, to secure control of the company. The investment houses would turn over these voting rights because of the value inherent in guaranteed playdates. Banks would furnish production money because of the assets represented by guaranteed playdates."

Would Improve Personnel

The Allied president suggested that experienced, picture-wise exhibitors of proven business judgment might be elected to the board of directors of such a company and that they could "immediately lay plans looking toward relieving to a great extent the shortage of product. Such a board," he continued, "could eliminate non-productive personnel of the company in sales and production, replacing them with men of vision; could put into effect incentive selling policies and develop new media of effective advertising."

B & K to Run 'Sadie' 3rd Week in Chicago

CHICAGO, Feb. 1.—Balaban & Katz has elected to run "Miss Sadie Thompson" a third week at the Chicago Theatre, exercising for the first time their privilege, gained in a six-month agreement with Jackson Park attorney Thomas C. McConnell, which started early last month, to run pictures over the two-week limit set down by the decree on first runs in "defendant" theatres here unless the pictures were given specific extensions by the Federal district court.

Set Gulf Allied Meet

NEW ORLEANS, Feb. 1.—Abe Berenson, president of Gulf States Allied, has announced the annual convention of the organization for March 28-30, at the Edgewater Gulf Hotel, Edgewater Park, Miss.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

VICTOR MATURE • PIPER LAURIE

WILLAM BENDIX • VINCENT PRICE

in

"DANGEROUS MISSION"

Color by TECHNICOLOR

Directed by LOUIS KING. Screen Play by HORACE McCOY, W. R. BURNETT and CHARLES BENNETT.

ALBANY Fox Screening Room, 1052 Broadway	Tues. 2/23	2:30 P.M.
ATLANTA RKO Screening Rm., 195 Luckie St., N.W.	Tues. 2/23	2:30 P.M.
BOSTON RKO Screening Rm., 122-28 Arlington St.	Tues. 2/23	2:00 P.M.
BUFFALO Mo. Pict. Oper. Screen. Rm., 498 Pearl St.	Tues. 2/23	2:00 P.M.
CHARLOTTE Fox Screening Room, 308 S. Church St.	Tues. 2/23	2:00 P.M.
CHICAGO RKO Screening Rm., 1300 S. Wabash Ave.	Tues. 2/23	11:00 A.M.
CINCINNATI RKO Palace Screening Rm., 12 East 6th St.	Tues. 2/23	8:00 P.M.
CLEVELAND Fox Screening Room, 2219 Payne Ave.	Tues. 2/23	2:30 P.M.
DALLAS Republic Screen. Rm., 412 So. Harwood St.	Tues. 2/23	2:30 P.M.
DENVER Paramount Screening Rm., 2100 Stout St.	Tues. 2/23	2:00 P.M.
DES MOINES Paramount Screening Rm., 1125 High St.	Tues. 2/23	1:00 P.M.
DETROIT Blumenthals Screen. Rm., 2310 Cass Ave.	Tues. 2/23	2:30 P.M.
INDIANAPOLIS Universal Screen. Rm., 517 N. Illinois St.	Tues. 2/23	1:00 P.M.
JACKSONVILLE Fla. State Screen. Rm., 128 E. Forsythe St.	Tues. 2/23	2:00 P.M.
KANSAS CITY Paramount Screen. Rm., 1800 Wyandotte St.	Tues. 2/23	1:30 P.M.
LOS ANGELES RKO Screen. Rm., 1980 S. Vermont Ave.	Tues. 2/23	2:00 P.M.
MEMPHIS Fox Screening Room, 151 Vance Ave.	Tues. 2/23	12:15 P.M.
MILWAUKEE Warner Screen. Rm., 212 W. Wisconsin Ave.	Tues. 2/23	2:00 P.M.
MINNEAPOLIS Fox Screening Room, 1015 Currie Ave.	Tues. 2/23	1:30 P.M.
NEW HAVEN Fox Screening Room, 40 Whiting St	Tues. 2/23	2:00 P.M.
NEW ORLEANS Fox Screening Room, 200 S. Liberty St.	Tues. 2/23	10:30 A.M.
OKLAHOMA Fox Screening Room, 10 North Lee St.	Tues. 2/23	10:30 A.M.
OMAHA Fox Screening Room, 1502 Davenport St.	Tues. 2/23	1:30 P.M.
PHILADELPHIA RKO Screening Rm., 250 N. 13th St.	Tues. 2/23	2:30 P.M.
PITTSBURGH RKO Screening Rm., 1809-13 Blvd. of Allies	Tues. 2/23	2:00 P.M.
PORTLAND Star Screening Rm., 925 N.W. 19th Ave.	Tues. 2/23	2:00 P.M.
ST. LOUIS RKO Screening Rm., 3143 Olive St.	Tues. 2/23	2:00 P.M.
SALT LAKE CITY Fox Screening Room, 216 E. 1st St. South	Tues. 2/23	1:30 P.M.
SAN FRANCISCO Fox Screening Room, 245 Hyde St.	Tues. 2/23	1:30 P.M.
SEATTLE Jewel Box Screening Rm., 2318 2nd Ave.	Tues. 2/23	1:00 P.M.
WASHINGTON Film Center Screening Room 932 New Jersey Ave.	Tues. 2/23	2:00 P.M.



The crazy-mixed-up "Born Yesterday" cutie . . . in the comedy of the year!

Columbia Pictures laughingly presents **Judy Holliday in "It Should Happen To You"** co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 23 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 3, 1954 TEN CENTS

Global Response

See Fox 1954 Foreign Trade At New High

Silvertone Tells of Wide 'Scope Response Abroad

A forecast that 20th Century-Fox in 1954 will experience its biggest foreign income year in the history of the company was made here yesterday by Murray Silverstone, president of 20th-Fox's International Corp.



M. Silverstone

Silverstone, who recently returned from a four-month world tour of exchanges, based his prediction on what he called the "extraordinary" grosses abroad of CinemaScope pictures, chiefly "The Robe."

Citing the past month as an example, Silverstone said that foreign

(*Continued on page* 4)

Sees '54 Good Year For RKO Theatres

A favorable profit outlook for RKO Theatres in 1954 was seen here yesterday by Sol Schwartz, president of RKO Theatres, who pointed out that major studios have more top quality productions to release this year than in 1953.

Schwartz, who recently returned from a visit to the Coast, said in addition there is a greater interest in films today among theatre-goers, crediting 20th Century-Fox and CinemaScope

(*Continued on page* 5)

Myers Warns Owners To Check Insurance

WASHINGTON, Feb. 2.—Allied States Assn. general counsel Abram F. Myers warned that at least one fire insurance company claiming almost universal coverage of theatre property does not actually cover concession goods.

Myers said exhibitors should check their fire insurance policies to make sure that stocks of popcorn, candy and ice cream are covered.

Aimed at Stereo Sound

TOA to Distribution: Don't Dictate Exhibition Policies

WASHINGTON, Feb. 2.—Distribution, in effect, was asked to maintain a "hands off" policy with respect to the operation of its customers' theatres in a resolution passed here today by the board of directors of the Theatre Owners of America. The board, at its winter meeting, declared that "TOA maintains that the right of every exhibitor to run his theatre in whatever way he wishes is a right that must be preserved to him."

While no individual distributor was named, it was indicated that TOA's action stemmed from the insistence by 20th Century-Fox, and possibly by others, that stereophonic sound be used for the presentation of CinemaScope pictures. A committee was named to effectuate the organization's resolution.

The resolution continued as follows:

"In furtherance of that declaration, we maintain that whether an exhibitor

(*Continued on page* 4)

Code Principles Endorsed by TOA

WASHINGTON, Feb. 2. — Continued approval of the principles of the Production Code was expressed here today by the board of directors of Theatre Owners of America.

The Code is needed by the industry, the board stated in a formal resolution, "in order to insure that the American motion picture screen will at all times fulfill its obligations and responsibilities to the public."

4 Percentage Suits Reinstated in N. O.

NEW ORLEANS, Feb. 2.—The U. S. Court of Appeals here has reinstated the suits in which four percentage fraud actions had been brought by as many distributors against L. B. Bays and associated defendants, operators of the Grenada and Pix theatres, in Grenada, Miss.

Plaintiffs are Loew's, Warners, Columbia and Universal. The court remanded the suits to the district court for further proceedings.

In reinstating the suits, the Court

(*Continued on page* 2)

Slight Budget Hike For N. Y. Censors

ALBANY, Feb. 2.—The recommended appropriation for the State Educational Department's motion picture division for 1954-55 is $102,423, only $873 more than that of 1953-54, despite the fact that new developments in projection have made increasing demands on the division's staff and facilities. This was revealed in the executive budget which was made public today.

The budget showed personal service appropriations totalled $85,758 and

(*Continued on page* 5)

"Impractical, Expensive"

Won't Install Stereo to Get 'Scope, Drive-ins Insist

By WILFRED SMITH

CINCINNATI, Feb. 2.—By a majority vote the delegates attending the National Allied Drive-in Theatre Association convention in the Pavilion Caprice Room of the Netherland Plaza here, were in accord not to consider or install stereophonic sound as a condition for presenting CinemaScope pictures in their drive-in theatres.

Acting upon the motion of Jack Farr, of Houston, on the floor of the convention, a telegram was dispatched to Spyros P. Skouras, president of 20th Century-Fox, in which the delegates refused to install stereophonic sound because of its being "impractical to pursue such a program in drive-in theatres, and the excessive cost involved would not make it an economical, stable investment."

The delegates also voted to seek more detailed information regarding the product obtainable for this season

(*Continued on page* 5)

Take New Steps

MPAA Will Set Up Meetings On Arbitration

Johnston Asked to Bid Exhibitors to Parleys

Eric Johnston, president of the Motion Picture Association of America, was asked by the MPAA's distributors committee here yesterday to issue an invitation to all exhibitor organizations to meet with representatives of distribution for the purpose of launching a new effort to agree on an effective arbitration system. It was reported that Johnston agreed to send out the bid to such a meeting shortly.

At a meeting of the general sales managers, which was attended by Johnston, the sales heads voted to continue efforts to work out an arbitration system with the exhibitors. There appeared to be no dissension on the subject, according to those present, the opinion being that a method should be adopted and put into effect as quickly as possible.

Johnston said that he would make a formal statement, outlining the

(*Continued on page* 2)

Memphis Censor Ban On RKO 'French Line'

MEMPHIS, Feb. 2.—The Memphis and Shelby County board of censors today banned RKO Pictures' "The French Line."

The banning was disclosed by R. V. Reagin, Memphis branch manager of RKO Radio Pictures, after he held a brief conference with chairman Lloyd T. Binford and the three women members of the board in the lobby of the Malco Theatre. The conference followed a screening of the film.

Reagin said Binford did not vote,

(*Continued on page* 5)

Asks British Quota Rate Be Continued

LONDON, Feb. 2. — The Films Council has recommended to the president of the Board of Trade that the British film quota for first and supporting features for 1954-55 should continue at 30 per cent and 25 per cent, respectively.

Personal Mention

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will return to New York from Boston at the end of the week.

•

GUSTAV S. EYSSELL, president of Rockefeller Center, Inc., and chairman of the board of Radio City Music Hall, and his bride of last Saturday, MERCEDES MARIE BERGMAN, executive officer of the Bureau of Personnel, United Nations, are en route to London and Paris on a honeymoon trip.

•

MERVIN HOUSER, RKO Radio Eastern director of advertising-publicity, and MARTIN DAVIS of Samuel Goldwyn Prod., are in Washington from New York.

•

CARL S. HALLAUER, executive vice-president of Bausch & Lomb Optical Co., will be guest of honor at a testimonial dinner in the Hotel Sheraton, Rochester, on March 27.

•

NORTON V. RITCHEY, president of Allied Artists International Corp., is in Cuba on the first leg of a Latin-American tour, which will include attendance at the Film Festival in Brazil.

•

MATT SULLIVAN, well known along Buffalo's Film Row for many years, now is a partner in Metal Structures Corp. of that city.

•

JOHN P. BYRNE, captain of M-G-M's 30th Anniversary Jubilee campaign, is in Buffalo from New York.

•

HARRY BROWNING, home office executive of New England Theatres, is in Hartford from Boston.

•

EMERSON YORKE, producer, is in Harkness Pavilion here for a check-up.

•

JAMES A. FITZPATRICK, producer FitzPatrick Traveltalks, is here from the Coast.

•

GEORGE MURPHY is in Cincinnati from New York.

UA Will Release Two Tors Films

HOLLYWOOD, Feb. 2.—"The Helicopter Story" and "10 Miles Up" will be released by United Artists, Arthur B. Krim, UA president, disclosed today. The Ivan Tors productions will be made in color and are scheduled to be completed by the end of 1954.

Police Judge 105 Films

CHICAGO, Feb. 2.—The Chicago Police Censor Board reviewed 105 films during January, making 13 cuts in 527,000 feet of film and rejecting one production, a French-language release. Name of the rejected picture was withheld. This is the censor board's customary practice.

Buffalo Ticket Tax Measure Is Killed

BUFFALO, Feb. 2.—The five per cent city tax on admissions proposed by Councilman-at-large Joseph J. Cooley was killed at a Common Council hearing today by a vote of nine to six. Council President Elmer F. Lux, who also is head of Elmart Theatres, led the fight against the measure.

Would Revise Mass. Safety-Film Law

BOSTON, Feb. 2.—An amendment to the Massachusetts law relating to the projection of films has been asked of the legislature by Frank C. Leydon, executive secretary of Allied Theatres of New England.

The revision calls for the striking out of Section 83, which states that the law "shall not apply to any motion picture machine operated with only cellulose acetate films not more than one inch and one-fourth in width and requiring not more than 400 watts of electricity current to operate the arc; provided that such machine shall not be kept or used in a public building except under such regulations as the Commissioner of Public Safety shall prescribe."

Leydon has requested that the stricken Section 83 be replaced with a new section stating that the law "shall not apply to any motion picture machine operated with cellulose acetate (safety) film or any other so-called non-inflammable or slow-burning film."

Chicago's December Tax Collections Up

CHICAGO, Feb. 2.—Higher prices in both first-run and neighborhood theatres here are reflected by an increase over last year in the city's January three per cent admission tax collections on December receipts.

Theatre collection figures for January, 1954, amounted to $89,489, an increase of approximately three per cent over the $86,448 for January, 1953. On the other hand, collections from other amusements showed a nine per cent decline, dropping from $65,-038 in January, 1953 to $59,017 last month.

UA Plans to Release Five This Month

Five productions, "The Man Between," "Personal Affair," "Top Banana," "Overland Pacific" and "Beachhead," will be released by United Artists during February, it was announced by William J. Heineman, vice president in charge of distribution. Three of the five are in color.

Geller Reelected

J. Louis Geller, operator of the Palace in Jersey City and owner of the 86th Street Gardens here, was renamed president of the Kings County Grand Jurors Assn. yesterday.

New Publicity Plans Set for 'Best Years'

"The Best Years of Our Lives," which will be reintroduced at a premiere at the Keith Theatre in Washington tonight, will be exploited by completely new ads, trailers for theatres and TV, transcriptions and accessories, according to a pressbook prepared by Samuel Goldwyn Productions.

Included in the suggested promotion schemes are ideas for an inquiring photographer column, a long-married couple contest, home-coming photo tie-ins and window displays.

Correspondents to Be Hosts

At tonight's invitational preview, the White House Correspondents Association will play host to top-ranking Government officials and foreign representatives. Heading the guests will be Sherman Adams, assistant to President Eisenhower, and Maj. Gen. Howard MacSnyder, the President's physician. The Cabinet will be represented by George M. Humphrey, Secretary of the Treasury, and Charles E. Wilson, Secretary of Defense. Associate Justices of the Supreme Court William O. Douglas, Stanley F. Reed and Sherman Minton are also expected to attend.

The film, dramatizing the problems of veterans in readjusting themselves to civilian life, won nine Academy Awards in 1947.

Singleton to Head Canada's AMPPL

TORONTO, Feb. 2.—W. J. Singleton, president of Associated Screen News Ltd. of Montreal, was elected president of the Association of Motion Picture Producers and Laboratories of Canada at its annual meeting here. He succeeds S. Dean Peterson.

Gordon Sparling, newly appointed production director of Associated Screen News, was named secretary-treasurer, and Pierre Harwood, vice-president.

Wm. Harris Joins Filmack Trailer Co.

CHICAGO, Feb. 2.—William Harris, former head of the National Screen Service special trailer department here, has joined Filmack Trailer Co. as head of the theatre trailer department, it was announced by Irving Mack.

Harris has already assumed his new duties at Filmack, taking the place of Joseph Mack who has been transferred to the television department of the organization.

3-D 'Kate' Most in Demand in Cleveland

CLEVELAND, Feb. 2.—"Kiss Me Kate" opens here tomorrow in both 2-D and 3-D. Nine theatres which will screen the film in 3-D are the Richmond, Yorktown, Riverside, Broadvue, Shore, Beach Cliffe, Shaw, Hayden and Shaker. The Fairmount, Colony and Vogue will show the 2-D version.

Divestiture Delay Granted to Loew's

WASHINGTON, Feb. 2.—The Justice Department has granted a six-months extension until Aug. 6 of the Loew's Theatre divestiture deadline. Officials said Loew's still had not sold 12 or 25 theatres scheduled for disposal under the original consent decree.

Arbitration

(*Continued from page* 1)

MPAA's position on arbitration and the extent of its support, in the near future. It was indicated that he might confer with leaders of the Theatre Owners of America, which has been advocating the resumption of the arbitration talks, before making official comment on the issue. The TOA directors were in session in Washington yesterday and it was reported that they withheld action on arbitration pending a report on the sales manager's meeting.

New area chairmen of the distribution committee were named yesterday. Their names will not be revealed until they have been officially notified of their appointments. There is a chairman for each of the 32 distribution territories.

Percentage Suits

(*Continued from page* 1)

of Appeals reversed the orders by the U. S. District Court for Northern Mississippi which had granted motions by the exhibitor defendants for summary judgments dismissing the fraud actions. It was held that the lower court had no power to dismiss the percentage actions on motion by the defendant exhibitors without trial of the issues raised by the complaints.

Bamberger Named Aide to Boasberg

Leon J. Bamberger, RKO sales promotion manager, has been appointed assistant to Charles Boasberg, RKO general sales manager and chairman of the sales managers' committee of the MPAA.

Bamberger, who has been with RKO for 22 years, will assist on matters pertaining to Boasberg's activities for the Motion Picture Association of America. He is chairman of the MPAA distribution committee.

Cinema Lodge to Honor Red Buttons

Cinema Lodge members will be joined by citywide B'nai B'rith leaders at the Hotel Astor tonight as the B'nai B'rith Youth Organization pays tribute to Red Buttons for his contributions to youth movements in the United States.

Burton E. Robbins, Cinema Lodge president, and S. Arthur Glixon, national BBYO commissioner, will preside.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



"TO MY THOUSANDS OF 'JUBILEE' FRIENDS!"

"As promised We're Saying It With Pictures!"

To the thousands of friendly showmen taking part in M-G-M's 30th Anniversary Jubilee we say: "Thanks from the bottom of our hearts!" Imagine! Even theatres temporarily closed, have re-opened to capitalize on the promotional possibilities of local Jubilees! It's not only a sentimental occasion, but it's a business event in this industry! We take the opportunity to urge every showman to attend the "SEE FOR YOURSELF" Trade Shows of TWO MORE GREAT Jubilee hits "RHAPSODY" (*Technicolor*) on Feb. 15th and "EXECUTIVE SUITE" on Feb. 19th. See for Yourself! Plan for Yourself!



(Above) *Wolfe Theatre, Campton, Kentucky seats 300*

From the Smallest Theatres to the Biggest Theatre in the Land—They're Striking Up The Band! Everybody's Joining M-G-M's

30TH ANNIVERSARY JUBILEE!



Famed Mus. Hall, N. Y. seats 6200

SENSATIONAL DRAMA OF MUSIC AND ROMANCE!

M-G-M presents In Color by Technicolor "RHAPSODY" starring Elizabeth Taylor • Vittorio Gassman • John Ericson • Louis Calhern Screen Play by Fay and Michael Kanin • Adaptation by Ruth and Augustus Goetz • Based on the Novel "Maurice Guest" by Henry Handel Richardson • Music Conducted by Johnny Green • Piano Solos Played by Claudio Arrau • Violin Solos Played by Michael Rabin Directed by Charles Vidor • Produced by Lawrence Weingarten

GREATEST CAST EVER ASSEMBLED!

M-G-M presents "EXECUTIVE SUITE" starring William Holden June Allyson • Barbara Stanwyck • Fredric March • Walter Pidgeon Shelley Winters • Paul Douglas • Louis Calhern • with Dean Jagger Nina Foch • Tim Considine • Screen Play by Ernest Lehman Based on the Novel by Cameron Hawley • Directed by Robert Wise Produced by John Houseman

20th Record

(*Continued from page* 1)

income during January was 10 per cent higher than for January last year. In February, he anticipates foreign revenues will be 20 per cent higher than the same month last year.

In making the comparison, the 20th-Fox executive pointed out that 1953 had been a record year in foreign income for the company.

Sees 5,000 Equipped Abroad

Silverstone said the projected record 1954 yield in the foreign field was based on an estimated 5,000 theatres which, he said, should be fully equipped for CinemaScope by the end of this year. At present, he went on, there are approximately 600 theatres abroad, not including Canada, which are either equipped for CinemaScope or are in the process of equipping.

In response to a question, Silverstone acknowledged that 20th-Fox expects a greater revenue out of the 5,000 CinemaScope-equipped theatres in 1954 than the company realized from the estimated 20,000 theatres around the world, which played its conventional films last year. He added that 20th-Fox will also be distributing conventional films abroad in 1954.

The 20th-Fox International president foresaw no "softening" of the company's policy abroad regarding stereophonic sound and CinemaScope screen requirements. He maintained that he had not heard any objections from exhibitors regarding sound and screen requirements in his visits to 22 countries.

Silverstone claimed that the observation held true for Britain, too, adding that sentiment may have changed somewhat since he was there last October.

He went on to say that Spyros P. Skouras, 20th-Fox president, is expected to leave here today or tomorrow for London, where, on Feb. 10, he will address a meeting of the CinemaScope Exhibitors Association on 20th-Fox policy. The problem in the foreign field, he declared, is not objections from exhibitors but meeting the demand for CinemaScope equipment and prints.

Will Aid Smaller Houses

Silverstone recognized that smaller theatres abroad have a problem of equipping and in order to aid these situations, he went on, 20th-Fox has made deals with local foreign manufacturers to produce screens, stereophonic sound equipment, and lenses in some countries.

Citing comparative figures, the 20th-Fox executive indicated that the cost of screens and sound equipment made abroad is roughly about half the price to the native exhibitor, compared with current prices in the U. S.

In Germany, he said, for example, the exhibitor can install CinemaScope in his theatre for about $5,000 compared with $10,000 or $12,000 for a comparable situation in the U. S.

The equipment deals made abroad, he added, will meet the dollar shortage problem abroad in that field. There are restrictions, he explained, on foreign equipment manufacturers exporting their CinemaScope equipment to the U. S.

As to anamorphic lenses, Silverstone maintained, "no one can make them cheaper than Bausch and Lomb," the American lens manufacturers for 20th-Fox. He explained the precision work necessary for the lenses is the same the world over.

Deals for equipment, according to Silverstone, have been made in the following countries: Italy, Germany, England, France, Sweden, Japan and Australia. He parenthetically pointed out that those foreign theatres now playing "The Robe" installed American-made equipment, the only equipment then available.

'A Nominal Sum'

In response to a question, he said 20th-Fox will realize a nominal sum from screen manufacturers abroad in payment of the company's know-how in the manufacture of proper CinemaScope screens.

Silverstone, citing gross figures for "The Robe" in many areas of the world, said that it has grossed $2,800,000 in the foreign market since its release abroad last Christmas. He estimated that by the end of 1954, it will have grossed $25,000,000 abroad, with about $15,000,000 of the total being returned to 20th-Fox as film rentals.

Countries he mentioned in which "The Robe" is doing phenomenally well, outstripping 20th-Fox's previous top foreign grosser "The Snows of Kiliminjaro," included Britain, Japan, the Philippines, Australia, New Zealand, and France.

Stressing the importance 20th-Fox places on the proper presentation of CinemaScope abroad, Silverstone said the company will allow no "mixer" device to be employed, changing the stereophonic sound to conventional sound. He also said that 20th-Fox field personnel inspect every theatre abroad to see that it is properly equipped before licensing a CinemaScope film.

He called for "streamlining" of distribution abroad wherever practical, especially in exchange territories which have only one film office. He cited in that respect 20th-Fox cooperation with Metro-Goldwyn-Mayer in Ecuador, where 20th-Fox distributes M-G-M product, and in Austria, where M-G-M distributes 20th-Fox product, pointing to economies realized.

As to possible theatre expansion by 20th-Fox abroad, Silverstone maintained that it is good practice today for a U. S. film company to associate itself with local exhibitors, buying an interest, for example, rather than to build and own theatres outright. Such a policy, he explained, creates good will abroad, while thwarting discriminatory taxes.

Silverstone said he may go with Skouras to London, but added that after such an extensive trip he would rather not at this time.

Credits CinemaScope with Again Putting American Films in Forefront Abroad

The tremendous impact of CinemaScope abroad has put American films in the forefront again in the foreign market, Murray Silverstone, president of 20th Century-Fox International Corp., declared here yesterday.

He credited Spyros P. Skouras, president of 20th-Fox, for "rejuvenating" the foreign market for American films through his championing of the CinemaScope medium. Recounting his experience over the past four months traveling abroad, Silverstone said few people realized the trouble the American film industry was in in foreign countries, which, he explained, have been hit by a wave of nationalism since the war and the consequent desire of foreign audiences to favor their native product.

This situation, he went on, was changed when CinemaScope and other top quality American pictures began making their appearance on foreign screens. The industry, he declared, owes Skouras its gratitude for recapturing the foreign market.

Silverstone said 20th-Fox, realizing that so-called "little" pictures do not do well abroad, will not release such pictures for the foreign market, concentrating, rather, on its bigger productions. He urged other companies to take similar steps, pointing out economies to be realized and the saving of playing time for bigger productions.

C'Scope, 3-D, Seen Boon to Portland

PORTLAND, Ore., Feb. 2.—Portland theatre executives now believe that the success of CinemaScope films and some good 3-D releases is appreciably stimulating attendance in this area.

Mrs. J. J. Parker, head of J. J. Parker Theatres, states that the new confidence of local exhibitors is demonstrated by large investments in theatre improvement and rebuilding, and by the installation of expensive projection and sound equipment.

The Mayfair here will soon reopen as the Fox, and the Orpheum and Liberty theatres have been remodeled. Both the United Artists and Broadway have had large screen installations and Evergreen's Oriental has been equipped with CinemaScope.

Thielen in Ampex Post

REDWOOD CITY, Calif., Feb. 2.—Lawrence R. Thielen has been named service engineer of the New York district office of Ampex Corp. Thielen spent three years in radar service work with the RCA Service Co. before joining Ampex.

TOA Asks

(*Continued from page* 1)

installs stereophonic sound or other equipment must rest in his own discretion and choice.

"Therefore, we have appointed a committee composed of Alfred Starr, E. D. Martin and Herman Levy to do whatever is necessary to guard these exhibitor prerogatives zealously and militantly to fight off all attempts to invade or to encroach upon these rights to the end that the policies of operation of any exhibitor shall not be dictated by any distributor or by any combination of distributors."

When asked for comment on the TOA resolution, Al Lichtman, director of distribution for 20th Century-Fox, said in New York yesterday that he preferred to study it before making a statement. He said he "probably" would issue a statement after he has had an opportunity to read the TOA resolution.

Equipment, Other Appointments Made

WASHINGTON, Feb. 2.—Walter Reade, Jr., TOA president, appointed a lens and equipment committee to conduct research and make recommendations on various items. The committee consists of Jay Solomon, Chattanooga; Nat Williams, Thomasville, Ga.; George Kerasotes, Springfield, Ill., and John Rowley, Dallas.

Reade also announced the employment of George Gaughan, of Memphis, as a field organizer for the association.

As the result of a report by Howard Bryant, TOA business administrator, on fire insurance rates which indicated the small amount of nitrocellulose film now being used, it was decided that a committee be appointed to investigate the subject for the purpose of obtaining lower insurance rates for theatres. Reade will name the committee at a later date.

Endorses Freedom Crusade

The TOA board also endorsed the aims and purposes of the Crusade for Freedom and pledged assistance in furthering the objectives of Radio Free Europe. The board recommended that TOA members make their lobbies and other facilities available for the advancement of the Crusade.

In urging support of the Will Rogers Memorial Hospital, the board recommended that an industry committee be formed to develop plans for the creation of a memorial at the hospital in honor of the late Chick Lewis "who gave so much of his time and energy to the hospital and the industry." Si Fabian was named chairman of the project.

Schlaifer to Speak

Charles Schlaifer, president of Charles Schlaifer & Co., will address the National Governors' Conference on Mental Health at the Statler Hotel, Detroit, Feb. 8 and 9.

IN MEMORY OF ITS
LATE ASSOCIATE
BERNHARD H. MILLS
SCREENCRAFT PICTURES Inc.
WILL BE CLOSED
TODAY
WEDNESDAY, FEBRUARY 3rd.

•

Funeral services 11:30 A.M.
Riverside Memorial Chapel,
Manhattan



National Pre-Selling

ANOTHER good example of the manner in which television can be valuable to the motion picture industry was the occasion of the presentation of the Redbook Awards during the Lux TV program last Thursday. The 1953 Redbook Awards were presented to the winners by Wade H. Nichols, editor and associate publisher of the magazine. Ronald Reagan was master of ceremonies. Each of the pictures related to the awards automatically received a significant plug: "Roman Holiday," best comedy; "Shane," best Western; "From Here to Eternity," best drama; "The Robe," best spectacle; "Kiss Me Kate," best musical, "The Living Desert," best adventure film.



Wade Nichols

•

"Life" magazine again topped all national media in advertising revenue for 1953. "Life's" revenue totalled $109,706,903; "CBS-TV" was second, with $97,466,809; "NBC-TV" was third, with $96,658,551; "Saturday Evening Post" was fourth with $80,865,877.

•

"The Glenn Miller Story" is represented by a striking two-page spread in "Coronet's" February issue.

•

"Yankee Pasha" has a budding star in its cast, reports "Look" in the current issue. Mamie Van Doren is the starlet's name. She plays a harem girl in "Yankee Pasha." "Look" has devoted three pages of photographs and text to this ingratiating young lady. One eye arresting photo fills an entire page.

•

Among the films recommended and reviewed by Phil Hartung in February's "Woman's Home Companion" are: "Rob Roy"—"An exciting drama," "The Man Between"—"It will leave you breathless."

Also in the issue, "Knights of the Round Table" is represented with an ad on the table of contents page.

•

"'Cease Fire'," reports Ed Miller in "Seventeen's" February issue, "is the story of an American patrol in enemy territory the day before the Korean truce. The simple account, relentless, inexorable in its tension, reveals the face of war in a way few, if any, fiction films have ever managed to achieve before."

In the same issue there is a superb color ad on "The Glenn Miller Story," also a table of contents page on "Knights of the Round Table."

•

"'It Should Happen To You'," reports "Life" in its featured review in the current issue, "is one of the funniest films to come out of Hollywood since its star Judy Holliday won an Oscar for 'Born Yesterday'."

•

"Brigadoon's" star Elaine Stewart is profiled in the Feb. 7 issue of "American Weekly." Two pages of photographs and text are devoted to MGM's new star.

Also in the issue is an eye-catching color ad on "The Glenn Miller Story."

—WALTER HAAS



MOVIELAB'S new preview theatre brings *TO THE EAST* the ultimate in projection.

- Three channel interlock projection
- 16mm interlock projection
- 35mm tape interlock projection

ALSO CUTTING & EDITING ROOMS AVAILABLE

MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N Y. 19, N. Y. • JUdson 6-0367

Schwartz

(*Continued from page* 1)

for being a "vital factor" in the "rejuvenation" of the industry.

On the industry's Production Code, the RKO Theatres president said: "The motion picture business is essentially a family trade business. There should be a code of ordinary decency in the making of motion pictures. That code should be intelligent and it should renovate any archaic provisions, if they are archaic." "The changes," he went on, "should be in line with decency and in line with the family trade." The Code, he went on, should be self-governed from within the industry, without outsiders telling "us what we put in pictures."

Studied South America Deals

Regarding a recent trip he made to South America, Schwartz said that while abroad he did not make any deals for the acquisition of South American theatres, but explored the possibilities of such deals. He said whether RKO will enter the South American exhibition field depends on what he termed the "fairness" of the deal being offered.

Turning to the domestic situation, Schwartz said that he saw indications of the product shortage "easing." A number of companies, he went on, are making CinemaScope quality pictures. Unlike 3-D, he added, the studios are making their big investments in the CinemaScope medium right from the start. Although CinemaScope is not the one single answer to the problems of the industry, Schwartz said, it has been a boon and Spyros P. Skouras, 20th-Fox president, is entitled to be credited.

Sees Stereo Sound Necessary

Schwartz also subscribed to the necessity of stereophonic sound, claiming it has been a great factor in the industry's rejuvenation. The RKO Theatres president continued with the prediction that stereophonic sound will be utilized more artfully and dramatically as time goes on. "They haven't given this a chance," he declared, referring to some complaints in exhibitor quarters about stereophonic sound requirements. Of the 88 RKO Theatres, about 65 are equipped for CinemaScope, including stereophonic sound, he said.

He said the company is contemplating moving its offices from the America's Building to its 58th Street building, which also contains the RKO 58th Street Theatre.

Continued Study of New Media Asked Of Drive-in Owners

CINCINNATI, Feb. 2.—Hailing the "more businesslike approach" to new technical developments in the motion picture field as "gratifying to the engineer," Herbert Barnett, president of the Society of Motion Picture and Television Engineers, today told drive-in theatre owners in convention here that although much has been accomplished technically there remains still much to be done.



Herbert Barnett

He warned against a "state of complacency" that might result in the industry's losing its commanding position in the American economy.

Speaking at the convention of the National Allied Drive-in Theatre Association, Barnett treated specifically the problems involved in adapting the wide-screen and sound systems to the outdoor theatre. He pointed to the difficulty of adapting the new aspect ratios to a drive-in screen while still retaining its considerable height and admitted that curvature of such a screen presents even more serious problems.

Drive-in Conditions Different

Stereophonic sound in a drive-in theatre, said Barnett, presents an entirely different set of conditions from that involved with conventional theatres, entirely apart from the cost factor, which, he admitted, is considerable. While it is apparent, he said, that true stereo sound cannot be produced in a drive-in under present operating conditions, still the multiple in-car speaker system, he added, can be very pleasing once the listener becomes accustomed to its use.

"You must be prepared to accept wherever practicable," said Barnett, "innovations which are clearly in the interest of the industry as a whole."

Budget

(*Continued from page* 1)

maintenance and operation, $16,665. Of $1,638 in salary increases, $315 goes to Dr. Hugh M. Flick, director of the State Censor Board, now earning $7,856.

Reductions in maintenance and operations expenses amounting to $1,165 were recommended, partially balanced by a $400 increase "to cover increased costs of license leaders on films and rental of special projection equipment."

Cites Year-by-Year Totals

Breaking down figures in five classifications of the division's work, the budget showed that the number of films examined in 1952-53 was 1,384, compared with 1,484 in 1951-52, and 1,496 in 1950-51. Footages of original screenings of films submitted for review in the same years were 6,868,326; 7,144,743 and 7,151,855, respectively.

The budget explained that the Division reviews and licenses films displayed in New York state in order to guard "the public against exhibition of indecent and immoral films."

Drive-in Meet

(*Continued from page* 1)

should they be unable to show CinemaScope.

Rube Shor, host chairman, opened the meeting by outlining today's program:

¶ Board of directors' meeting to make decisions based upon the majority will of the delegates.

¶ Admissions tax program.

¶ Discussion of stereo-sound.

¶ Discussion of wide-screen.

Tomorrow there will be a demonstration of Phil Smith's twi-night screen, which will be followed by a showing of in-car heaters at the Twin Drive-in Theatre.

As of noon there were 407 drive-in exhibitors alone registered with an additional 400 expected later in the afternoon.

Shor introduced Wilbur Snaper, president of National Allied, who stated that attendance was far above the anticipated number. Snaper stated, "The fact that you are here emphasizes the grave problems you are faced with and we trust you will go home highly enlightened because of your sincere interest."

Snaper introduced George Murphy of M-G-M, who told the delegates that because of so many changes in production and techniques, the normal flow of product was retarded, that there is now a levelling off at the studio and instead of the originally announced 18 pictures the schedule has already climbed to 26.

'French Line'

(*Continued from page* 1)

presumably leaving the three women members as those who rejected the film. The fifth member of the board, Avery Blakeney, did not attend.

"The French Line," which has been denied a Production Code Seal and has been condemned by the Legion of Decency, also has been banned by the New York, Pennsylvania and Kansas censor boards.



FLY TWA to EUROPE and SAVE!

Hotels are uncrowded, your dollars buy more and during Thritt Season (Nov. through March 31) you save up to $101 on TWA round-trip tickets to Europe. See your travel agent or call TWA, Trans World Airlines.

SEX . . . DISHED OUT WITH A VENGEANCE!

A top box-office grosser, not only because it lends itself to sensational exploitation, but also because it is the type of picture one will talk about!" *—Harrison's Reports*

"GENERATES AS MUCH SEX APPEAL AS THE SCREEN WILL ALLOW!"

—Motion Picture Herald

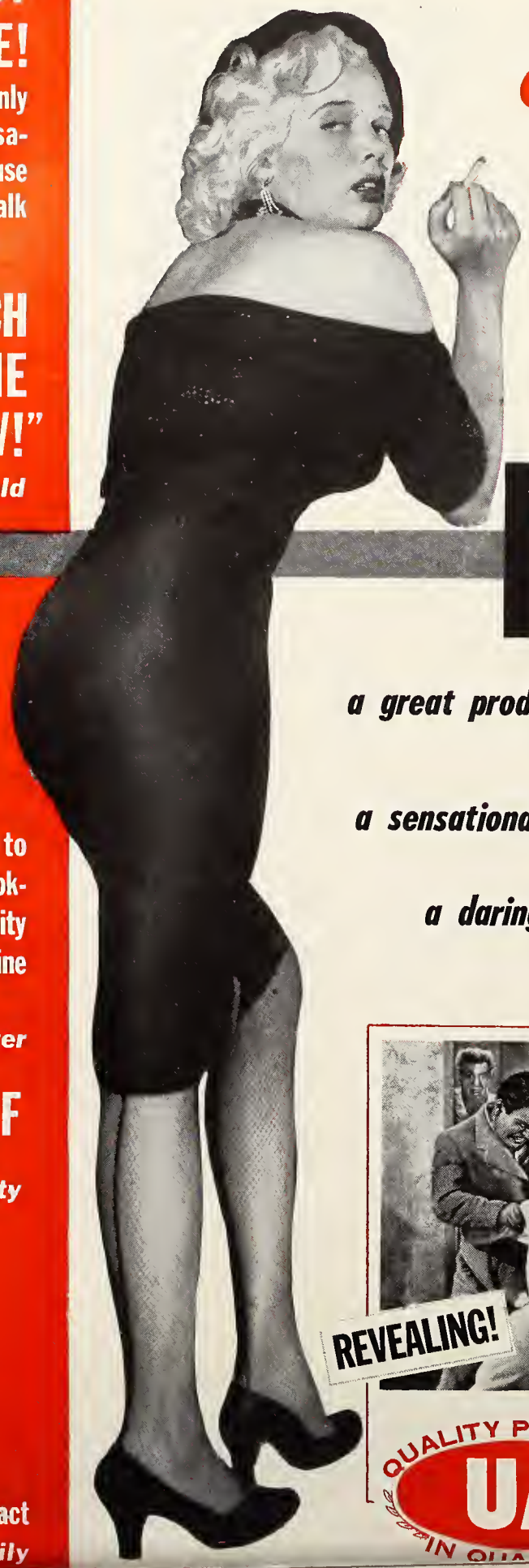
"HARD-HITTING, REALISTIC MELO-DRAMA! It should roll up strong grosses, aided by word-of-mouth praise that is bound to follow. Miss Michaels...a sultry looking, gorgeous hunk of sexy femininity ...lends sparkle and vitality to a fine Greene-Rouse screenplay!"

—Hollywood Reporter

"A FULL QUOTA OF SUSPENSE!" *—Variety*

"LUSTY HUNK OF PULSE STIRRING DRAMA GARNISHED WITH SEX.

Generates plenty of heat. Will attract plenty bucks!" *—Film Daily*



EASILY THE YEAR'S MOST SENSATIONAL

"SEXPLOITATION FILM FARE!"

—DAILY VARIETY

WICKED WOMAN

a great producing team . .

a sensational new star . .

a daring campaign . .

- Clorence Greene ond Russell Rouse are the brillionf young co-producers of "The Well" ond "The Thief" who hove consistently brought you off-beat entertoinment of striking box-office power. "Wicked Womon," you can be sure, will creote more excitement ond boxoffice interest thon onything you've seen in yeors!
- Beverly Michoels is the "Pickup" girl, sultry, seductive ond "oozing sex with her every movement," occording to Pete Harrison. "Pickup" ond now "Wicked Womon" hove estoblished her as a stor of the first ronk. Wotch her wow your fans with o performance thot is sheer fireworks!
- Never underestimote the power of o "wicked womon"! Give this one your biggest, best ond boldest selling effort . . . toking moximum odvontoge of the sensotionol od campoign ond solid "sexploito-tion" represented on this page!



REVEALING!

SHOCKING!

"WICKED WOMAN"

She Was Born For Trouble!



DARING!

She Lives Up To Every Scarlet Letter Of Her Name!

QUALITY PICTURES UA IN QUANTITY

Starring Beverly MICHAELS · Richard EGAN

Produced by CLARENCE GREENE • Directed by RUSSELL ROUSE • Written for the screen by CLARENCE GREENE and RUSSELL ROUSE • A Greene-Rouse Production An Edward Small Presentation • Released Thru United Artists

35TH ANNIVERSARY 1919 UA 1954

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 24 NEW YORK, U. S. A., THURSDAY, FEBRUARY 4, 1954 TEN CENTS

New Systems

'Scope Sound For Drive-ins Set: Lichtman

20th Tells TOA of Its Marketing Prerogative

CinemaScope "sound reproduction" for drive-ins is assured by a recently unveiled system of International Projector Corp. and a system to be offered by RCA, it was disclosed here yesterday by Al Lichtman, 20th Century-Fox distribution director.

Lichtman, in addition to issuing a statement on the drive-in CinemaScope situation, also told of 20th-Fox's reaction to the recently passed resolution of the Theatre Owners of America board of directors emphasizing the prerogative of exhibitors in ordering equipment.

Calling the resolution "completely proper," Lichtman went on to say that CinemaScope has proven its success and 20th-Fox has "its own prerogative to produce and market its pictures in

(*Continued on page 7*)

Brotherhood Dinner At Waldorf Tonight

The amusement industry will hold its annual Brotherhood dinner this evening at the Waldorf-Astoria Hotel, with Gen. Carlos P. Romulo, former president of the United Nations general assembly, and Robert D. Murphy, United States Undersecretary of State, making the principal addresses.

Gen. Romulo and Murphy will receive the first world Brotherhood gold medal awards bestowed by the National Conference at the dinner. Mrs. Wendell L. Willkie will present the award to Gen. Romulo and Gen. Lu-

(*Continued on page 8*)

D. C. Premiere for Re-Issue of 'Years'

WASHINGTON, Feb. 3. — The opening of "The Best Years of Our Lives," re-issued by Samuel Goldwyn for RKO Radio release, took place here at Keith's Theatre tonight, culminating a series of special events which started with a luncheon in the House of Representatives restaurant and ended with a midnight buffet at the Carleton Hotel following the showing of the film.

The invitational premiere at Keith's

(*Continued on page 8*)

W. B. First Quarter Net at $765,000; Re-Elect Directors

WILMINGTON, Del., Feb. 3. — Warner Brothers' consolidated net profit for the first quarter of the fiscal year, ended Nov. 28, was $765,000, the company's stockholders were told here today at the first annual meeting of the reorganized corporation.

Judge Hugh Morris, who presided at the meeting, explained that the $765,000 figure was after providing for $825,000 for Federal taxes and $75,000 for contingent liabilities. The net is equivalent to 30 cents per share on the 2,474,363 shares of stock outstanding or reserved for exchange on Nov. 28. Film rentals, sales, and other income, he said, amounted to $15,825,000 for the period.

Judge Morris said that because the new company began operations on March 1, 1953, it was necessary to

(*Continued on page 6*)

To Start Tests Of Fibre Glass Cases

First tests of the durability of fibre glass film cases will be undertaken between Feb. 20 and March 10, it was stated here by Irving Brown, chief engineer of U. S. Fibreglas, Inc., the company which will manufacture the containers.

A major company will use three of the fibre glass cases for the shipment of film, each in a different manner of transportation. One case will

(*Continued on page 6*)

Altec De-Magnetizer To Be Offered Soon

A new Altec Service development to demagnetize magnetic sound film tracks will be announced shortly, it was disclosed here yesterday.

A company spokesman described the development as "of considerable importance to the industry."

Election of Officers, Film Buying Plans Up To Allied Board

WASHINGTON, Feb. 3. — Election of officers for the coming year and further discussion of plans for film buying circuits and for exhibitor attempts to control film production companies will highlight the mid-winter board meeting of Allied States Association in Cincinnati starting tomorrow.

Other items on the agenda released by Abram Myers, Allied chairman, include a discussion of the stereophonic sound equipment situation, anti-trust and tax legislation and plans to stimulate theatre attendance. The board meeting will also set the location of the 1954 and 1955 Allied conventions and the 1955 drive-in convention.

All Allied officers come up for election at the meeting, and the board must also pick Caravan committeemen and Allied representatives for the exec-

(*Continued on page 8*)

Keynoted '53 Convention

TOA Silence on Status of Product Supply Surprises

The silence on the part of directors of Theatre Owners of America on product supply at their winter meeting in Washington this week was regarded as "puzzling" by some industry segments here yesterday, inasmuch as an alleged dearth of pictures was the keynote of TOA's convention in Chicago last November.

In his keynote speech at the Chicago convention, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, said that if "producer statesmanship" is not applied to the problem of high film rentals and picture shortages, then the motion picture exhibitor "must protect himself either by producing pictures, financing production or in some other manner."

Some industry observers feel the silence of the TOA board on the subject was an indication that the film supply situation is improving. This belief was affirmed by national circuit leaders in New York last week, some of whom are TOA leaders, when they pointed out that the increased playing time of current releases, especially long CinemaScope runs, had eased the so-called product shortage.

The TOA board probably thought it best to side-step the subject at this time. Certainly there is little financial support in view for sponsored production in exhibitor circles. Moreover, any action to sponsor production taken at this stage could not affect current season's release schedules.

Extra Session

Stereo Status Is 'Blasted' By Drive-ins

Convention Jeers at 2-Speaker-in-Car Plan

By WILFRED SMITH

CINCINNATI, Feb. 3.—Exhibitors attending the National Allied Drive-in Theatre Association convention here today scheduled for tomorrow consideration of the failure of 20th Century-Fox to reply to their telegram protesting the company's insistence on stereophonic sound for the showing of CinemaScope pictures.

The drive-in operators described the announcement of a two-speaker-in-a-car system, as demonstrated at the International Projector Corp. proving ground at Bloomfield, N. J., on Monday, as being "an insult to the intelligence" of the drive-in exhibitors.

John Currie, a representative of National Theatre Supply, was quoted

(*Continued on page 7*)

Planning 485 'Scope Prints Per Month

Beginning in mid-March, 20th Century-Fox expects to process 485 prints for each new CinemaScope production, with 285 prints scheduled for the domestic market and 200 for abroad, it was learned here yesterday.

A 20th-Fox executive said the target of 485 prints per CinemaScope picture will be increased as more theatres equip for CinemaScope. Under the Technicolor-De Luxe Laboratories tie-up, he went on, the print run for

(*Continued on page 7*)

Seek Guaranty on Theatre TV Event

A varying minimum guarantee of $250 to $650, based upon the theatre's seating capacity, is being sought for the projected telecast of the Harlem Globetrotters on Feb. 18, Box Office Television, the agency selling the event, said yesterday.

A BOT spokesman said that a minimum of from 15 to 17 theatres are needed to make the telecast possible, adding that the cost structure to theatres could be brought down if enough

(*Continued on page 6*)

Personal Mention

HERMAN ROBBINS, National Screen Service president, has returned to New York from a Southern vacation.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, left here by plane yesterday for Europe.

•

JERRY PICKMAN, Paramount Pictures vice-president in charge of advertising-publicity, will return to New York today from Hollywood.

•

JEANNE KATZ and ALYCE SCHWETZ, of the M-G-M home office print department, will be married on Feb. 20 and Feb. 14, respectively, to non-members of the industry.

•

MERVIN HOUSER, DAVE CANTOR and AL STERN of RKO Radio, and DAVID GOLDING and MARTIN DAVIS of Samuel Goldwyn Prod., will return here today from Washington.

•

WILLIAM DOZIER, executive vice-president of Cornwall Prod., tomorrow will address the students of the Columbia University School of Dramatic Arts.

•

HOWARD G. MINSKY, Paramount Mid-East division manager, has returned to Philadelphia from New York.

•

E. O. WILSCHKE, operating manager of Altec Service Corp., has returned to duty after recuperating from illness.

•

JOHN L. JOHNS has been named special M-G-M press representative in the Pittsburgh-Cleveland area. He replaces AL GOLIN, resigned.

•

ROBERT PALMER, Universal Pictures talent executive, will arrive here today from the Coast.

•

STANLEY KRAMER will leave New York today for a vacation in the Bahamas.

•

BOB LYNCH, M-G-M Philadelphia district manager, has returned there from New York.

•

C. BRUCE NEWBERY, Republic Pictures director of sales, has returned to New York from the Coast.

•

EDWIN H. KNOPF, M-G-M producer, will return to Hollywood from New York at the weekend.

•

SAM FORGOTSON, advertising production manager for M-G-M has returned here from a winter vacation.

•

GEORGE MARSHALL has returned to Hollywood from New York.

•

GEORGE J. SCHAEFER is in Hollywood from New York.

•

FRED FRANK, writer, has arrived in New York from Hollywood.

•

ILYA LOPERT, president of Lopert Films, is in London from New York.

Fifth Amendment In 'Per Cent' Case

GREENSBORO, N. C., Feb. 3.—An attempt by an exhibitor named in six percentage fraud actions to invoke the Fifth Amendment by refusing to comply with a subpoena directing him to produce theatre record books was unsuccessful in the Federal Court here.

Attorneys for James Jesse Booth, who operates houses in Walnut Cove and King, N. C., had moved to limit the scope of the deposition so the defendant exhibitor would not be required to answer questions or produce records which "would tend to incriminate" him.

The court order ruled that the defendant could be examined on questions concerning gross receipts, and that Booth must produce for inspection necessary ticket book records. However, the court stated that the defendant could not be examined in relation to any reports made to the State or Federal tax authorities.

UJA Cabinet Posts To Fabian, Cantor

Simon H. Fabian, president of Cinerama and Stanley-Warner Corp., and Eddie Cantor have been named to the 1954 national campaign cabinet of the United Jewish Appeal by Edward M. Warburg, UJA general chairman.

Fabian was appointed to the cabinet for the second successive time. Cantor will serve for his fifth term. The cabinet, composed of 43 business and civic leaders in the United States, will plan the 1954 UJA drive to raise $120,000,000.

Academy Prepares Historical Film Copy

At the request of the U. S. State Department, the Academy of Motion Picture Arts and Sciences has prepared a copy of the recently previewed historical paper film collection which will be presented to the Brazilian government at the International Film Festival in Sao Paulo this month, it was announced by Charles Brackett.

The special film, prepared by Primrose Productions, covers events photographed at the turn of the century. The United States presented the earliest known motion pictures which the Academy and the Library of Congress had successfully reclaimed from the paper strips.

Present Award to 'Robe' Here Today

An award from the "Christian Herald" naming "The Robe," in CinemaScope, the best religious film of 1953 will be presented here today to 20th Century-Fox at a luncheon at the company's home office.

To Show Crosby Film

Forty-five New York metropolitan area first-run neighborhood theatres on Feb. 10 will open Paramount's "Little Boy Lost." Thirty-one of the theatres are Loew's houses.

Contributions Lag, So Theatre Closes

COLUMBUS, Feb. 3.—Since 1952 the Little Theatre here has protested against the Federal amusement tax by not charging admission to its films. Instead, patrons were expected to drop contributions in a fishbowl at the exit.

Now the 321-seat house has closed. Gifts failed to meet expenses.

Industry Dividends Off 17% in 1953

WASHINGTON, Feb. 3.—Publicly-reported cash dividends of film companies in 1953 were more than 17 per cent below the 1952 totals, according to preliminary estimates of the Commerce Department.

The Department said that its preliminary total for 1953 dividend payments was $21,405,000, compared with a final 1952 total of $25,946,000. In many years, the final total is substantially higher than the preliminary total, but last year the final figure was almost $2,000,000 lower than the preliminary figure.

Commerce officials usually figure that publicly-reported dividend payments are about two-thirds of total payments. The figures include firms in both production and exhibition.

Payments in December of last year were $4,886,000, compared to $4,437,000 in December, 1952, Commerce said.

Md. Censors Contend Films 'Not Improved'

BALTIMORE, Feb. 3.—The annual report of the Maryland State Board of Motion Picture Censors states "no improvement in the moral quality of films submitted during the fiscal year 1952-53 was noted by the censor board."

Many films, according to the report, "emphasized crime and marital infidelity, seduction and betrayal of girls, illicit love, gangster and underworld life."

Activities of the censor board during the fiscal year included the banning of a series of clinical reels out of the 2,172 original features and shorts viewed, and the inspection of 4,547 theatres to check on the compliance of board orders.

The censors viewed approximately 1,280 miles of original film and passed nearly 10,000 miles of duplicate film.

Moyer Oregon Chain Acquires Another

PORTLAND, Ore., Feb. 3. — Moyer Theatres has purchased the Stillwell Theatre here from A. H. Zahders and Mrs. Rose C. Moyer, extending its ownership to four indoor and two drive-in operations.

The chain is headed by Tom, Harry F. and Larry Moyer, sons of the late theatre founder, Harry H. Moyer.

Reed Seeks Report By D. of J. Group On Anti-Trust Bills

WASHINGTON, Feb. 3.—House Judiciary Committee Chairman Reed (R., Ill.) said he had asked the Attorney General's special anti-trust study commission to submit a report on two pending anti-trust bills of major interest to the film industry.

The judiciary committee will not act on the bills until it receives these reports, Reed said. He indicated he hoped the reports would be forthcoming in two to three weeks.

One bill would give Federal courts discretion to award less than treble damages in private anti-trust suits. The other bill would enact a uniform five-year Federal statute of limitations on these suits.

A judiciary subcommittee has favorably reported the latter bill to the full committee. Subcommittee members split evenly on the discretionary damages bill, and sent it to the full committee without recommendation.

The Justice Department has endorsed the statute of limitations bill and has declared it would go along with the discretionary damages bill if treble damages were kept mandatory in cases of "wilful violations."

The Attorney General's special commission is headed by anti-trust division chief Stanley Barnes and Michigan law school professor W. Chesterfield Oppenheim.

Quigley, Ernst Argue Code on WMCA Mon.

Martin Quigley will defend the industry's Production Code and Morris Ernst will argue for its abolition on the radio program, "Report to the People" on station WMCA, New York, next Monday, 9:30-10:00 P. M.

Ernst, who is general counsel of the American Civil Liberties Union, is an opponent of all forms of censorship. The program, to be presented by transcription, will be moderated by Mrs. Dorothy Dunbar Bromley, conductor of the weekly series.

5 Films Completed; Only Two Started

HOLLYWOOD, Feb. 3.—Production slumped three notches last week as five pictures were completed and only two begun. U-I started shooting "This Island Earth" and "Bengal Rifles." Both are in Technicolor.

Completed were the "Human Beast" and "Waterfront," Columbia; "Susan Slept Here," Technicolor, RKO; "Tobor," Dudley Prod., Republic; and "Black Shield of Falworth," CinemaScope and Technicolor, U-I.

Record Miami Gross Set By 'Miller'

MIAMI, Feb. 3.—"The Glenn Miller Story" is reported by U-I to have grossed $93,000 during its first two weeks at the Miami, Carib and Miracle theatres here.

According to Universal, the two-week total establishes a new record for a premiere engagement at the three theatres.

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The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

A rollicking rib-tickling romance
meet...
of hilarious
and hit

The PROFESSOR— who gave lessons in love!

and...

The CO-ED... with a song in her heart!



HERBERT J. YATES
presents

Ger

S

JOHN CARROLL

with **JIM BACKUS · STAN F**

that "Dr

Screen Play by PETER MILNE and FRANK GIL

Directed by R

A REPUBL

REPUBLIC PICT

hi-jinks
tunes!



aldine

MALA POWERS
BERG · KRISTINE MILLER
et" man
· Story by DORIS GILBERT and PETER MILNE
SPRINGSTEEN
PICTURE
ORPORATION

Fibre Glass

(*Continued from page* 1)

be shipped by air, another by truck and another by Railway Express.

These containers, Brown said, will be given all the "beating" possible during the tests. The manufacturer's own tests have proved that the containers can take all the rough treatment, and more, that the metal containers undergo, Brown said. He asserted that the distributors would find this to be true, but that "it's up to them to decide."

Weigh Under Six Pounds

The fibre glass three-reel cases weigh slightly less than six pounds compared with more than 16 pounds, the weight of the metal containers. Brown said that the construction of the "hardware" for the production of the cases in quantity is nearing completion. It is planned to make them in a gray metallic color, but Brown said that they could be turned out in any color desired by a distributor.

Republic Files Suit Over TV Showings

Charging infringement of 12 pictures, Republic yesterday filed a suit in New York Federal Court against Allen B. DuMont Laboratories, Sutton Television, Inc., and Ideal Film and Supply Co.

It is charged that Ideal made available to the TV outlets 12 features produced by Liberty Films in 1933. The product was acquired by Consolidated Film Laboratories in 1939 and then by Republic. The pictures were released to television without Republic's consent, it was stated in the complaint.

The plaintiff asks an injunction, damages sustained and an accounting of profits, as well as the impounding of the prints during the litigation.

Review

"Ride Clear of Diablo"

(*Universal*) *Hollywood, Feb. 3*

AUDIE MURPHY, Susan Cabot, Dan Duryea, Abbe Lane, Russell Johnson, Paul Birch and William Pullen, to name the top seven among many, play out here with dash, spirit and a rare variety of incidental humor another of those stirring stories utilized so successfully by this prosperous studio in its sustained succession of Technicolor Westerns. But this is not to be regarded, by any means, as simply another of the same. For this one has, in addition to the indispensable fighting, shooting, riding, scheming, plotting, and so on a magnificent performance by Dan Duryea of an entirely fresh and immensely interesting Western character—a laughing gun-slinger.

Years ago the late Wallace Beery achieved now and then, a family similar combining of good nature with outlawry, but Duryea's portrayal breaks totally new ground. If he or somebody hasn't taken a lien on this characterization for future use, he or somebody should do so in the immediate interest of the industry and the public. Duryea's share of "Ride Clear of Diablo" would carry it handsomely, but there's plenty more in it besides. It ought to lift the U-I Technicolor-Western average above even its present enviable high.

Audie Murphy, whose father and brother are murdered in the opening sequence, plays with more conviction than usual the avenging survivor of a frontier family that has been a victim of a crooked lawyer and a felonious sheriff. The identity of the responsible parties is never withheld from the audience, and when Murphy arrests Duryea, a famed gunslinger and casual killer, a state of mutual distrust which springs up between them doesn't worry the onlooker but leaves him free to enjoy the inter-play, oral and physical, between the two men. How that winds up is to be seen, not told.

John W. Rogers produced the picture, balancing its drama and its humor, its action and its moments of suspense, skillfully. Direction by Jesse Hibbs, who gives a good line proper time to register, is expertly conditioned to his subject matter. George Zuckerman's screenplay, for which D. D. Beauchamp provided additional dialogue, is a fine blend of melodrama and comedy.

Running time, 80 minutes. General audience classification. Release, in March.

WILLIAM R. WEAVER

NTI Meeting Set For Division Heads

The National Theatre Institute will hold a conference for division managers of the Eastern, Central, Midwest and Western areas in Chicago tomorrow and Saturday, president Jack H. Levin has announced.

The conference will complete work programs set for a 1954 national survey of drive-in theatres and a "Drive to the Movies" campaign to be presented to the nation's automobile manufacturers.

NTI also will review a survey of Certified Reports, its parent company, on public acceptance of 3-D in the United States. The group plans to meet in Cincinnati today to attend the closing session of the National Drive-in convention now in progress at the Netherland Plaza Hotel.

Legion Rates 6 'A,' One 'B' in New List

Six films in Class A and one in Class B are named in the latest listing released by the National Legion of Decency. Classified as B is "Bait," a Columbia release. In the Class A, Section 2 category are "Always a Bride" and "Charge of the Lancers."

The four films in Class A, Section 1, are: "The Boy From Oklahoma," "The Conquest of Everest," "Dragon's Gold" and "Gypsy Colt."

Appointments Set for Three Kodak Ad Men

ROCHESTER, Feb. 3.—Paul R. Wentworth has been appointed assistant manager of the package design division of the Eastman Kodak Co., it was announced by W. B. Potter, director of advertising.

Eastman Kodak also named Wendel M. Phillips editor of the "Kodak Dealer News." John M. Royal is slated to begin a special assignment in the editorial service bureau.

WB Profit

(*Continued from page* 1)

resort to figures of the old company which was an integrated enterprise consisting of production-distribution and exhibition for a comparison with the same period last year. The corresponding operations of the old Warner Brothers Pictures, Inc., after eliminating net profit on domestic theatre operations, for the three months ended Nov. 29, 1952, resulted in a net of $741,000, after provision of $1,055,000 for Federal taxes and $50,000 for contingent liabilities.

Expect High Second Quarter

Based on the operations for last December and January, Judge Morris said that it was anticipated that the net profit for the second quarter, which ends on Feb. 28, will be higher than the profit of $592,000 from the corresponding operations of the old company during that quarter last year.

The stockholders were told that a contract had been entered into for the sale, on or about April 1, of the old Sunset Blvd. property in Hollywood for $1,150,000, which will result in a profit before taxes, of approximately $700,000.

Three Directors Elected

Three directors were elected for two-year terms by the stockholders at the meeting. They were Stanleigh P. Friedman, Samuel Carlisle and Samuel Schneider. Terms of other directors run to 1955.

Edward K. Hessberg, assistant secretary, told the stockholders that in the near future an effort would be made to contact all holders of stock in the old company to ask that they exchange their shares for those in the new corporation.

Theatre TV

(*Continued from page* 1)

theatre-TV equipped houses joined the network. In addition to the guarantee, the theatres will be required to pay another 30 cents for each seat sold. The program will originate in Dallas.

The cost structure for the program, according to BOT, is as follows: for theatres up to 1,500 seats, a $250 guarantee; up to 2,000 seats, $350; up to 2,500 seats, $450; up to 3,000 seats, $550; and over 3,000 seats, $650. The guarantee, it was explained, is in addition to the 30 cents per seat sold, which for example, would bring the cost up to $1,550 for a 3,000 seater if all the seats were sold.

The above price schedule, a BOT spokesman explained, was envisioned for a network of from 15 to 20 theatres in order to make the program economically feasible.

Complete Travel Talks

James A. FitzPatrick, producer of TravelTalks, has delivered the final four subjects to M-G-M. He will now become official cruise lecturer for the Swedish American Line. He will sail from here Saturday on the "Kungsholm," returning April 2.

WARNER BROS. TRADE SHOWS FEB. 10.

"DUFFY OF SAN QUENTIN"

Starring
LOUIS HAYWARD · JOANNE DRU and PAUL KELLY as Warden Duffy
Co-Starring
MAUREEN O'SULLIVAN Screen Play by Walter Doniger
Story by Berman Swarttz and Walter Doniger • Based on the book "The San Quentin Story" by Clinton T. Duffy and Dean Jennings
Produced by Berman Swarttz and Walter Doniger
Directed by Walter Doniger • Distributed by WARNER BROS.

ALBANY
Worner Screening Room
110 N. Peorl St. • 12.30 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Wolton St. N.W. • 2:00 P.M.
BOSTON
RKO Screening Room
122 Arlington St. • 2:00 P.M.
BUFFALO
Motion Picture Operotors Sc. Rm.
498 Peorl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Worner Screening Room
1307 So. Wobosh Ave. • 1:30 P.M.
CINCINNATI
RKO Polace Th. Screening Room
Polace Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Poyne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Poromount Screening Room
1125 High St. • 12:45 P.M.
DETROIT
Film Exchange Building
2310 Coss Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M
JACKSONVILLE
Florido Theotre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyondotte St. • 1:30 P.M.
LOS ANGELES
Worner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vonce Ave. • 12:15 P.M.
MILWAUKEE
Worner Theotre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Worner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Worner Theotre Projection Room
70 College St. • 2:00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. 8:00 P.M.
NEW YORK
Bonded Scr. Rm.
Film Center Bldg. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Oovenport St. • 1:30 P.M.
PHILADELPHIA
Worner Screening Room
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Stor Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gole Ave. • 1:30 P.M.
SEATTLE
Modern Theotre
2400 Third Ave. • 10.30 P.M.
ST. LOUIS
S'trenco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Worner Theotre Building
13th & E. Sts. N.W. • 7:30 P.M.

CAN BE EXHIBITED ON WIDE SCREENS

Entirely re-styled... a newer
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
N.Y. OFFICE: TR 4-3193
YOUR HOSTS, *The Family Jacobs*

'Scope Sound

(Continued from page 1)

such a manner that will continue to serve the best interests of the public, the industry and ourselves."

He held out hope to the exhibitor whose sole opposition to stereophonic sound is the immediate financial one by saying that 20th-Fox will intercede on any exhibitor's behalf if he finds it difficult to get long-term credit for stereophonic sound equipment.

On the drive-in situation, Lichtman said that he has dispatched 20th-Fox representative Alex Harrison to the national drive-in association meeting in Cincinnati, sponsored by Allied, to convey 20th-Fox's policy.

Heralds 'Solution'

Lichtman, referring to a Tuesday demonstration of the International Projector Corp. system, said that "I am happy to say that a solution to the problem (of stereophonic sound) appears to have arrived faster than expected."

The 20th-Fox distribution head did not explain in his statement what the system entails, although other quarters say it employs two speakers in a car.

"The system," Lichtman declared, "will enable drive-in operators to provide CinemaScope entertainment on the same level and with the same quality as that currently being offered in regular theatres, with such resounding success. RCA is also working on a similar system and it appears that drive-in operators will soon be provided with the necessary equipment to show CinemaScope pictures. I am sure all other sound equipment manufacturers will compete for this market," he said.

Denies 'Sound' Compromise

Lichtman denied reports that 20th-Fox had ever promised to supply CinemaScope pictures without stereophonic sound to drive-ins if tests to adapt CinemaScope films for drive-in situations failed. "The policy of 20th-Fox," continued Lichtman, "is to provide CinemaScope pictures with four-track, magnetic stereophonic sound only."

RCA Signs Blumenfeld

SAN FRANCISCO, Feb. 3. — Blumenfeld Theatres have signed a contract for complete service and maintenance with the RCA Service Co., A. Blumenfeld, president of the circuit disclosed. Blumenfeld signed for the circuit, and H. M. Madison, West Coast district manager, represented RCA Service Co.

Seymour Meyer to Tokyo

Seymour Meyer, regional director of the Far and Middle East for Loew's, left here for Tokyo yesterday, where he will demonstrate for Japanese exhibitors the new M-G-M optical-track stereophonic sound system. It will be his first stop on a tour of company offices in the Middle and Far East.



Drive-in Convention

(Continued from page 1)

by a delegate on the floor as expressing his personal opinion that "he did not believe that the two-speaker arrangement in each car was the answer."

Calls Wire 'Too Patsy'

Jack Farr, Houston drive-in operator, stated that the telegram the convention sent to Spyros Skouras on Tuesday was "too patsy" and that another should be forwarded in more violent language. "We should make it clear," he said, "that we are not going to tear up our pavements and re-wire our ramps for such an asinine sound system for drive-ins."

Approval of the delegates was indicated by applause.

Many delegates expressed the opinion that if factual and concrete decisions and answers are not forthcoming at tomorrow's business meeting, the convention will have been a failure.

Speakers today included Col. George Mingle, Ohio State Traffic Control Commissioner, and Al Sindlinger, business analyst. Mingle advised delegates to engage local police authorities to conduct an even flow of traffic in and out of drive-ins because of the increased number of cars that are using the main highways. He urged drive-in exhibitors to make use of secondary highways wherever possible.

Sindlinger said that since 1948 theatre profits have declined from 13 per cent to 1½ per cent despite increased grosses. He stressed that importance of channeling "communication advertising" intelligently to keep the public more informed as to where and when every picture is showing.

Audiences Are Technically Alert Today, Barnett Tells Ohio ITO

CINCINNATI, Feb. 3.—Theatre owners should recognize that today's audience is more keenly aware than ever before of the technical quality of projection and sound. This fact, said Herbert Barnett, president of the Society of Motion Picture and Television Engineers, makes it advisable for the exhibitor to constantly and carefully examine all the equipment in his theatre and to "welcome those changes which represent real progress and improvement."

Sees New Media Important

Speaking at the convention of the Theatre Owners of Ohio at the Netherland Plaza Hotel here, Barnett stated that the increased technical awareness of the audience is only one of several factors which have made the industry's business today stronger than it was a year ago. New techniques played their part, he said, but beyond all was the fact that a number of excellent productions scored tremendous successes at the box-office, some produced in a new medium, others not.

The most encouraging sign, said Barnett, is that "we have not yet reached the end of ideas." With ideas, with experimentation, he added, should come in time "one system acceptable to all." "A healthy industry," he concluded, "demands that it be so."

'Scope Prints

(Continued from page 1)

"The Robe" and "How to Marry A Millionaire" will be completed starting the last week in February by the imbibition process. The complete run of "The Robe," he added, will be 535 prints.

Another factor aiding the company's print situation, he disclosed, is the addition at the studio of another stripping machine for the magnetic sound tracks. By mid-April, he went on, a stripping machine will be installed at the 20th-Fox subsidiary, De Luxe Laboratories, an installation which will partially end the coast-to-coast shipping of prints for processing. Under the present set-up, it was explained, those prints processed in New York must be shipped back to the Coast for stripping.

Drive Chairmen to Meet

Local chairmen for the amusement division of the Boy Scout fund drive will meet today in the Astor Hotel here to report progress to the co-chairmen of the amusements division, Charles Boasberg, Spyros S. Skouras and Arthur Klein. Next week is Boy Scout Week.

Serpe to Rome

Ralph Serpe, director of the television and short subjects division of Italian Films Export, will leave here for Rome today with TV producer-distributor Jules Weill to complete shooting plans for Weill's second series of 26 Italian-made television films.

Saturation Bookings For 'Greatest Love'

The first regional saturation booking of "The Greatest Love," following its 67-theatre New York opening earlier this year, is scheduled for Texas in February, according to an announcement from Bernard Jacon, I. F. E. Releasing Corp. vice-president in charge of sales.

The release will open simultaneously in 45 theatres of the Interstate and Long theatre circuits in the metropolitan Dallas, Houston, Ft. Worth, and San Antonio areas on Sunday, Feb. 14.

Conference Planned On Pete Smith Film

WASHINGTON, Feb. 3. — Pete Smith and Jacob Mogelever of the U. S. Treasury Department will confer on continuing local level exploitation of Smith's release, "Cash Stashers," during mid-February at Culver City.

The Treasury Department has helped promote the film by presenting citations to theatre owners for their work in aiding the sale of Defense Bonds through use of the film.

N.Y. Vaudeville Show Show to Aid Children

A vaudeville show from the RKO Palace will move to the Taft Theatre, Cincinnati, for a three day engagement starting Feb. 18, in an effort to raise funds to aid children stricken with polio and other diseases.

Known as the "Grotto Show," the vaudeville bill is now being booked by Dan Friendly of RKO.



Allied Board

(*Continued from page* 1)

ecutive committee of the Council of Motion Picture Organizations.

Myers will report on returns to date on the survey of exhibitor ownership of stock in film production companies. The survey includes whether the exhibitors would be willing to give proxies to a protective or management committee and to guarantee playdates to a company designated by such a committee. The board will discuss whether to continue the survey, and, if so, along what lines.

Allied president Wilbur Snaper will report on his conference and correspondence with 20th Century-Fox president Spyros P. Skouras on possible tests of "The Robe" with one-track sound. The board will discuss what steps should be taken with respect to these tests and what action might be taken to induce film companies to supply prints of CinemaScope pictures with conventional sound to theatres that cannot afford stereophonic sound or to deliver stereophonic prints to theatres using "mixers."

Will Discuss Prices

Any available information concerning the formation of film buying circuits in the East or Midwest will be presented to the board. The board will also discuss what other steps exhibitors can take to protect against present high prices, short of stimulating the production of more pictures.

The board will review attendance conditions to see whether business is getting better or worse, and particularly to note the effect of CinemaScope pictures. The television competition situation will also be reappraised, and board members will discuss ideas for a COMPO campaign to promote attendance.

Other agenda items include:

A report by Col. H. A. Cole on the campaign to repeal the Federal admissions tax; a review by Myers of legislation pending in Congress to change the anti-trust laws and a discussion of any board stand on these bills; a discussion by Myers of the recent Supreme Court Crest case decision; Myers' annual report; and a decision as to the location of the spring board meeting.

Review

"Jesse James vs. the Daltons"

(Columbia)

[3-D]

PREDICATED possibly on the premise that a story of two outlaw gangs is better than a story of one, and that the holdup of two banks simultaneously is more exciting than the holding up of one, this average 3-D western with color in Technicolor offers much good action, gunplay and scenery of the Old West, but is a tale that telegraphs most of its developments.

Brett King, in love with Barbara Lawrence, is presumed to be the son of the outlaw Jesse James. The two set out to establish or disprove such identity. The only way King can reach James, if he is still alive, is through the Daltons. In order to contact the latter group of bandits, King must snatch some potential loot from under their very noses, following which he teams up with them, this association resulting in some unpleasant exchanges, especially when one of the Daltons looks longingly on Miss Lawrence. As the screenplay devised by Robert E. Kent proceeds to its conclusion, it develops that King was not the son of James but merely an orphan adopted by him. Following this comforting knowledge comes the romantic finale with Miss Lawrence. Through the aid of King an honest citizenry is enabled to exterminate the outlaws.

William Castle directed the Sam Katzman production, in which the Daltons are played by James Griffith, Bill Phipps and John Cliff.

Running time, 65 minutes. General classification. Release date, not set.

Philadelphia Aldine To Re-open in March

PHILADELPHIA, Feb. 3.—The Aldine Theatre here will be reopened as the Viking Theatre in March, it was announced by Harry Sley, president of Sley System Garages and the Viking Theatre Corp.

Renovated at a cost of $200,000, the theatre has provided more space for patrons by cutting its capacity from 1,296 to 950 patrons. Sley said the house will have a large CinemaScope screen and will be completely air conditioned.

Brotherhood

(*Continued from page* 1)

cius Clay will make the presentation to Ambassador Murphy.

Louis Nizer will serve as toastmaster of the dinner, which is a highlight of the entertainment industry's 1954 Brotherhood Week campaign. Brotherhood Week, to be observed Feb. 21-28 under the sponsorship of the National Conference of Christians and Jews, aims to foster understanding among all racial and religious groups.

'Best Years'

(*Continued from page* 1)

was held under the sponsorship of the White House Correspondents Association and was attended by many leading figures of the diplomatic corps as well as prominent members of the entertainment world. The festivities in the lobby of the theatre were broadcast over NBC and telecast by CBS.

TV-Set Production In '53 Under '50

WASHINGTON, Feb. 3.—Television set production during 1953 was the second highest on record, according to the Radio-Electronics-Television Manufacturers Association.

The association said the industry produced 7,214,787 sets last year, compared with 6,096,279 sets in 1952 and 7,463,800 sets in the 1950 record year.

December production totalled 449,787 receivers, compared with 560,197 sets in November, RETMA declared.

PARAMOUNT TRADE SHOWS

Monday, Feb. 8, 1954

• • •

ELEANOR PARKER

and

CHARLTON HESTON

in

"THE NAKED JUNGLE"

Color by TECHNICOLOR

Produced by GEORGE PAL

Directed by BYRON HASKIN

Screenplay by PHILIP YORDAN

and RANALD MACDOUGALL

Based on a story by Carl Stephenson

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 135 Cain St., N. W.	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	10:30 A.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	1 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	2 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Braadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 Narth 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	B. F. SHEARER COMPANY, (PROJ. ROOM) 2318 Second Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

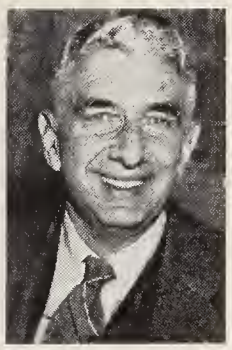
VOL. 75. NO. 25 NEW YORK, U. S. A., FRIDAY, FEBRUARY 5, 1954 TEN CENTS

'No Re-writing'

Code Vital as Guard, Mayer Tells AMPA

Best Protection Against Harmful Films, He Says

The industry's Production Code represents the best protection that can be mustered against the production of films harmful to the public interest and the good name of the industry, Arthur Mayer, former executive director of the Council of Motion Picture Organizations, told a session of the Associated Motion Picture Advertisers Showmanship School at the Columbia home office screening room last night.



Arthur Mayer

Mayer referred to the Code's "shortcomings" as something frequently publicized but rarely specified, and

(*Continued on page 3*)

Brotherhood Awards To Romulo, Murphy

With Louis Nizer serving as toastmaster, the annual Brotherhood dinner of the amusement industry was held last night at the Waldorf-Astoria Hotel here with approximately 1,100 in attendance. The first World Brotherhood gold medal awards were bestowed upon Gen. Carlos P. Romulo, former president of the United Nations General Assembly, and to Robert D. Murphy, United States Undersecre-

(*Continued on page 3*)

Name Censor Board For Stockton, Cal.

SAN FRANCISCO, Feb. 4.—A three-member film censorship committee has been named by Stockton City Manager John C. Lilly in consequence of increased showing here of questionable "girlie" films.

Stockton City Attorney William Biddick, Jr., said that the United States Supreme Court decision that state censorship boards may not ban

(*Continued on page 3*)

Appeal by Jury from N. Y. State Censor Proposed in Bill

ALBANY, Feb. 4.—A bill providing for jury trials of cases involving pictures which have been rejected by the New York state censorship board was introduced here today by Senator Fred G. Moritt, Brooklyn Democrat.

The measure, which is in the form of an amendment to the state licensing law, would allow the applicant for a picture license to appeal a denial to a supreme court judge and jury, rather than to the Board of Regents, if he so elected. It changes Section 124 of the Education Law, which presently permits an applicant to appeal to the Regents where the director of the motion picture division has denied a license or refused to act on the particular picture.

Senator Moritt, a lawyer and a partner in McDonald Pictures, of New York, contended that a jury trial would be fairer and quicker; that the public should be permitted, through a jury, to say whether a film is "good" or "evil."

Refuse Chicago Stay Of Loew's, 20th-Fox

CHICAGO, Feb. 4.—A request for a preliminary injunction against Loew's, Inc., and 20th Century-Fox preventing them from imposing special conditions for the showing of their pictures in the first outlying runs was denied here today by Federal Judge Sam Perry, who will hear the case at a later date. The suit was brought by the Melbro Amusement Co., oper-

(*Continued on page 3*)

Myers Advocates:

STOCK-BUY UNITY, PROMOTION PLAN

Russia, Italy to Exchange Films

ROME, Feb. 4.—An agreement providing for an equal exchange of films has been signed by Russian and Italian representatives in Moscow.

From five to 15 pictures per year will be exchanged. Each will have a free choice of films although no alteration in either film content or sound tracks will be permitted.

SBC Delays Decision On Future Program

WASHINGTON, Feb. 4.—The Senate Small Business Committee today delayed probably for two to three weeks, any decision as to whether it should continue the film industry trade practice investigation.

The committee met today to discuss its agenda for the coming year, but broke up without any final decision on any point. The question of whether the film investigation should be continued had barely been mentioned "among many, many other" subjects. Sen. Schoeppel (R., Kan.), whose subcommittee carried on last year's hearings and investigations, did not

(*Continued on page 3*)

Allied Board Told That Projects Could Solve Film Shortage Situation

CINCINNATI, Feb. 4.—A recommendation that all exhibitors regardless of affiliations, participate in Allied States' proposal for stock acquisitions in film companies and advocating an all-industry promotional campaign to keep the public "movie conscious" highlight the annual report to the Allied board by Abram F. Myers, general counsel and board chairman, to be presented to the annual directors meeting here tomorrow.



Abram Myers

Describing the product situation as "desperate," Myers points out that both projects are linked to the "paucity of available product" and that all other problems are subordinate to it. Except for the key theatres that have been converted to Cinerama and those playing the early CinemaScope pictures on extended runs, the booking of pictures has become a "nightmare," Myers tells the Allied board.

"It has been asserted that the film companies have deliberately brought

(*Continued on page 6*)

$2,500,000 for Equipment

Loew's Installing Surround Speakers; Sold on C'Scope

Surround speakers for stereophonic sound are currently being installed in over 100 Loew's houses, making those installations fully equipped for CinemaScope pictures, it was disclosed here yesterday by Eugene Picker, head of operations for the circuit in New York.

Picker said the step is being taken in preparation for the circuit's Easter engagement in New York of "Knights of the Round Table," in CinemaScope, and is in line with the belief of Loew's executives that there is a great potential in stereophonic sound, a potential which is just starting to be realized.

At the beginning, Picker explained, the circuit, which has invested over $2,500,000 in CinemaScope equipment to date, marked time on the introduction of surround speakers. The stage of watchful waiting, he indicated, is now over.

"Loew's is very happy with CinemaScope and is satisfied that it is paying us to make the installations," Picker said.

The Loew's executive said it is his opinion that the flow of product is fairly stable now and if "you're equipped for CinemaScope there is no reason why you shouldn't be in fairly good shape in the foreseeable future."

Brandt to Skouras: Hold Stereo Stand

In a letter written to Spyros Skouras in London by New York circuit operator Harry Brandt, the 20th Century-Fox president was urged not to retreat from his position that CinemaScope pictures must be presented with stereophonic sound to achieve maximum results.

"I urge you," Brandt wrote, "with all the persuasion at my command, to remain steadfast in your convictions and uphold the high standards that you have established for CinemaScope presentations."

Brandt said he had installed the equipment in approximately 20 of his theatres, ranging from 450 to 3,000 in seating capacities, and that he is

(*Continued on page 3*)

Personal Mention

CARL LESERMAN, president of International Telemeter Corp., left New York yesterday by plane for the Coast.

•

ARTHUR ROSEN, member of the Cinerama production supervisory staff, and son of SAMUEL ROSEN, executive vice-president of Stanley Warner Corp., has been admitted to membership in the Variety Club of New York and the Cinema Lodge, B'nai B'rith.

•

FRED LEE, manager of the Florida State Theatre, Jacksonville, and MRS. LEE, have been given a vacation in Hollywood, Fla., as the theatre's guests.

•

LOUIS NOVINS, assistant to BARNEY BALABAN, president of Paramount Pictures, was in Washington yesterday from New York.

•

HERB STEINBERG, Paramount Pictures publicity director, will return to New York over the weekend from Texas.

•

F. J. A. MCCARTHY, Universal's Southern and Canadian sales manager, will return to New York Monday from Houston.

•

E. K. O'SHEA, Paramount distribution vice-president, will return to New York at the weekend from Phoenix.

•

HARRY GOLDBERG, Stanley Warner Theatres advertising-publicity director, left here yesterday for Detroit.

•

HOWARD WALLACE, president of Wallace Films, Atlanta, has returned there from Florida.

•

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from Chicago.

•

CLIFF GIESSEMAN, of Cinerama Corp., left San Francisco yesterday for Los Angeles and Chicago.

•

MRS. BONNIE SUDAR, of Realart Pictures, Atlanta, has been married there to PAUL MOODY.

•

ADELE WEISS, treasurer of I. F. E. Releasing Corp., will leave New York tomorrow by plane for Dallas.

•

HARRY FELLERMAN, head of Universal's special sales division, will return here today from Philadelphia.

•

J. M. SALZBURG, president of Cornell Pictures, has returned here from the Coast.

•

TRUMAN FERGUSON, manager of the Whitney Theatre, Hamden, Conn., is hospitalized in New Haven.

•

ROBERT SCHWARTZ, of the Park Theatre, Thomaston, Conn., has returned there from a cruise.

•

HARRY CALLAHAN, manager of the Clinton Theatre, Port Clinton, O., has been hospitalized there.

'Jimmy' Fund Drive Raises $445,384

BOSTON, Feb. 4.—A total of $445,384 was raised in the 1953 "Jimmy" Fund drive, sponsored jointly by the Variety Club here and the Boston Red Sox for cancer research, it was announced by co-chairmen Martin Mullin and Joseph Cronin.

In making the announcement, the co-chairmen said that the record contributions were collected entirely by volunteer efforts, with expenses totaling less than four per cent, mostly for postage, printing and incidental expense.

The 1953 campaign started with a $100 a plate "welcome home banquet" for ball player Ted Williams and a $50,000 donation from the Kennedy Foundation. It was climaxed by the Stanley Warner Corp.'s contribution of the receipts from the opening performance of "This Is Cinerama" here.

Columbia Employes Protest Pact Delay

Approximately 270 Columbia home office employes did not report for work yesterday morning until 10:30 in protest over the deadlock in negotiations for a new contract between the management and Local No. H-63 of the Home Office Employes Union. It is reported that Columbia and the union are still "far apart" on the provisions for a new pact.

Columbia employes met at 8:30 yesterday morning at the Capitol Hotel to discuss the situation. They threaten to continue a policy of reporting late until the disputes are adjusted.

MGM Gets Japanese Bonus for 'Lili'

M-G-M's "Lili" has been judged the best picture shown in Japan in 1953, thereby entitling the company to a bonus film award and permitting it to import one additional picture over its regular yearly quota.

The judging is done on the basis of cinematic quality and entertainment merit, according to a cable received at the M-G-M home office. The judging committee consists of Japanese newspaper men, producers and government officials. "Lili" was the unanimous choice.

Ecker Named Rep. Salt Lake Manager

Appointment of James L. Ecker as Salt Lake City branch manager has been made by Republic's director of sales, C. Bruce Newbery. Ecker was formerly senior salesman in the company's Denver branch, and was appointed Salt Lake City manager following the resignation of Thomas McMahon.

Pathe Expands Color

Pathe Laboratory has announced that it has expanded its 16mm Pathecolor processing operation, entering the commercial field. While Pathe has been processing color for three years, Pathecolor was perfected only recently.

Lives in Trailer To Sell 'Trailer'

DETROIT, Feb. 4.—Inspired by the booking of M-G-M's "The Long, Long Trailer" for Feb. 17 at the United Artists Theatre here, Richard Krepps, the managing director, will set up house in a trailer parked in front of the theatre for a week preceding the film's opening.

Krepps and his wife will live in a duplicate of the trailer used in the film and will be at home to newsmen there in advance of the picture's opening.

'Scope Ad-Publicity Data in New Manual

Suggested programming, advertising, publicity and exploitation procedures for premiere showings of CinemaScope and stereophonic sound are embodied in a special manual which has been prepared by 20th Century-Fox. The manual is being sent to theatres that are preparing for the new media.

Campaign information based on experiences in launching "The Robe" in situations ranging from the 350-seat Main Street Theatre in Elwood, Ind., to the 6,000-seat Roxy in New York is included in the manual.

$5,250,000 Trust Suit Filed Here

Eight distributors were named in two anti-trust actions filed jointly in New York Federal Court here yesterday. A total of $5,250,000 in treble damages was asked by the Combined Bronx Amusements, Inc., and the 740 Allerton Ave. Realty Co., operating the Allerton Theatre in the Bronx.

It is charged that the defendants conspired to favor other theatres and circuits in granting them first run product, despite the allegation that the Allerton was entitled to first-runs.

Jack Labow Named RKO Canadian Head

Jack Labow has been named RKO Canadian district manager, effective today, by Charles Boasberg, RKO Radio general sales manager. Formerly branch manager in Toronto, Labow succeeds Carl Peppercorn who resigned last month.

Chief Barker Montes

MEXICO CITY, Feb. 4.—Luis R. Montes, provincial theatre circuit operator, has been named chief barker of the Mexico Variety Club for the ensuing year. He succeeds Jesus Grovas. He has been an international representative for Variety heretofore.

'Banana' Phila. Opening

"Top Banana" will open at the Goldman Theatre in Philadelphia, Feb. 17, two days before its New York premiere at the Victoria Theatre, according to William J. Heineman, United Artists vice-president in charge of distribution.

List Boosts Holdings In RKO Theatres By 11,796 Shares

WASHINGTON, Feb. 4.—Albert A. List increased his RKO Theatres holdings with the purchase of another 11,796 shares, according to a report by the Securities and Exchange Commission.

The report covers transactions by industry officers and directors between Dec. 11 and Jan. 10. The List purchase increases his holdings in RKO Theatres to 929,338 shares.

A. Montague reported buying 10,506 shares of Columbia Pictures common, for a total of 16,739 shares. Joseph A. McConville bought 5,384 Columbia shares to boost his total to 6,620. Jack W. Warner bought 18,300 Warner shares, for a total of 247,299 shares in his own name and 12,750 shares in trust accounts.

Preston Davie sold 600 shares of Universal common, leaving himself with 709 shares. Maurice A. Silver bought his first 500 shares of Stanley Warner Theatres. Willard W. Keefe bought 500 shares of National Theatres, for a total holding of 2,000 shares. Robert L. Huffines, Jr., sold his entire 1,000 shares in American Broadcasting-Paramount Theatres.

'Can Happen' Third Week Tops Second

The third week of "It Can Happen to You" at Loew's State topped the first week by $8,000, it was disclosed here yesterday by Eugene Picker, head of operations for Loew's in New York, who cited the State's experience as proof that good pictures build at the box-office despite adverse weather conditions at the beginning.

The picture, he related, had a bad start three weeks ago when it opened on a snowy weekend, registering only $27,000 for the first week. The second week went to $28,000 and the third week to $35,000, Picker continued, crediting word-of-mouth advertising from satisfied customers for the climb, which he expects to continue through the fourth week, beginning today.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION

BURT LANCASTER AS "HIS MAJESTY O'KEEFE" COLOR by TECHNICOLOR
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer: Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Mayer

(*Continued from page* 1)

said he did not agree with Samuel Goldwyn that the Code needs rewriting. Rather, Mayer said, liberal and intelligent amendment and interpretation will suffice.

Eric Johnston is entirely correct in his contention that the Code resembles the United States Constitution through its capacity for constant readjustment to the needs of the times, Mayer asserted. This process, however, has in some cases been unfortunately neglected, he continued. The man primarily responsible for the Code, for example, has unavailingly tried for years to remove the ban on pictures dealing with miscegenation. The rulings on some pictures have been regrettably conservative.

Cites Two Instances

To remove an occasional "hell" or "damn" from the talk of GI's in "Cease Fire" makes the industry ridiculous. To refuse a license to a picture which as a play was road showed without unfavorable criticism in 35 cities puts a severe strain on exhibitor enthusiasm in cooperating in the enforcement of the Code, Mayer said.

In the future, now that the major circuits have been divorced from producer ownership, such enthusiastic cooperation is essential to the successful enforcement of the code, he continued. Mayer believes that not only theatre owners but all elements in the industry-independent producers, Hollywood guilds, foreign importers—should have a voice hitherto not theirs in the operation of the Code. Only in this fashion can it be truly regarded as industry—independent producers, Hollywood trying times the industry's salvation, Mayer contended.

Sees High Court Edicts Vague

Mayer also discussed the effects of the recent U. S. Supreme Court decisons on motion picture censorship, declaring that the application of the high court's rulings to prior censorship are themselves as vague and nebulous as the wording of the state censorship laws on which the tribunal's rulings are based.

He concluded that unless a test case can be arranged for exhibiting a film without submitting it to a state censor beforehand, the industry probably will have to go on pretty much as it has been doing in those states and cities with censorship bodies.

SBC Delays

(*Continued from page* 1)

attend. Most of the meeting was spent going over the proposed report to be submitted by the full committee on all its activities last year. Chairman Thye (R., Minn.) said a draft of this report would be circulated among members and that it might be two to three weeks before the members were ready to meet and vote on releasing the report. When that meeting is held, he indicated, the agenda for the coming year will get another going over.

WANTED

THEATRE MANAGER for Westchester County. Must be under 45 years of age. State full qualifications and salary expected.

WESTCHESTER PLAYHOUSES, INC.
130 North Main Street
Port Chester, New York

Reviews

"Killers from Space"

(*RKO Radio*)

THE spacemen are back, this time in a moderately interesting story written against the background of the atomic-bomb tests in Nevada. "Killers from Space," produced and directed by W. Lee Wilder, should appeal to that sizeable audience that is partial to science-fiction merchandise.

The Myles Wilder story, for which Bill Raynor did the screenplay, opens with Peter Graves, one of the scientists working on the bomb tests, observing a nuclear blast from a jet plane. Just as his pilot is about to head back to the field, the controls jam and the plane crashes. Graves, however, does not die, and several days later returns to the air base unable to remember or explain his survival or where he's been. The only clue is a gruesome scar around his heart.

It eventually is revealed that men from another planet, far more advanced than earth, have arrived secretly and are preparing the way for a full scale migration of their people to earth. Working from caverns beneath the salt flats they have been harnessing the energy given out by the atom blasts to grow gigantic reptiles and insects with which they plan to rid the earth of people. They saved Graves life so that he might pass on information to them dealing with future atom blasts.

Graves has difficulty explaining the real story to the authorities and only convinces them of the diabolical plan after he has succeeded in destroying the invaders unaided. Special effects range from routine to good, while stock shots of the atom tests are used in much of the footage.

The cast, not very well known, but competent in all its endeavors, includes, in addition to Graves, James Seay, as a military man; Frank Gerstle, a doctor; John Merrick, leader of the spacemen, and Barbara Bestar, as Graves' wife.

Running time, 71 minutes, General classification. January release.

"Hell's Half Acre"

(*Republic*)

MURDER and melodrama are given an Hawaiian setting in this story of a woman who hopes to trace her husband, who was reported killed at Pearl Harbor in 1941. Fast paced and with good performances by Wendell Corey, Evelyn Keyes, Elsa Lanchester and others, the film provides well-rounded entertainment for patrons who enjoy a nicely constructed tale of murder, sidelights into the underworld of Honolulu, and a climax which adequately resolves the story.

Miss Keyes, after hearing the tag line of an Hawaiian melody in a Los Angeles record shop, is convinced that the composer, now accused of murder, is her lost husband. She leaves for Honolulu, but before finding Corey is involved in the intrigues of Hell's Half Acre, the red-light district of Honolulu. There follows a police search for Corey, who has escaped from a guard to seek the killer of a close friend, Nancy Gates. When he discovers that Philip Ahn, a Chinese racketeer and his former partner, is the murderer he sacrifices himself to let the police track down Ahn.

Meanwhile, Miss Keyes is convinced that their three-day war-time marriage cannot be renewed, and so leaves for the United States and the man who will give her and her son a settled life.

Miss Lanchester provides comic relief as a taxi driver who assists Miss Keyes in the search. Also playing solid supporting roles are Marie Windsor, Leonard Strong, Jesse White, Keye Luke, Robert Shield, Clair Weidenaar and Robert Costa. Steve Fisher wrote the screenplay. John Auer, associate producer and director, keeps the action moving and holds the interest well.

Running time, 91 minutes. Adult classification. Release date, not set.

Brandt Stand

(*Continued from page* 1)

adding others. He added that he was convinced that stereophonic sound was as essential to "our future welfare as are the screens on which our films are shown."

Brandt declared that exhibitors have a right to run their theatres as they see fit, but "by the same token, I also recognize the reciprocal right of the film companies to have their pictures exhibited as they see fit and in a manner commensurate with their production methods."

Fiber Glass Screen Shown at Drive-In

DALLAS, Feb. 4.—The first fiber glass screen, measuring 80 by 40 feet, was demonstrated at the Buckner Boulevard Drive-In here this week.

Any of the new processes can be shown on the screen, known as the NATCO Wonder Glass Screen. The product was developed by the International Drive-In Theatre Owners Association here.

Brotherhood Dinner

(*Continued from page* 1)

tary of State. Presentation of the award to General Romulo was made by Mrs. Wendell L. Willkie, while Gen. Lucius Clay presented the citation to Murphy.

The Brotherhood dinner was a feature of the industry's 1954 Brotherhood Week campaign. Brotherhood Week, to be observed Feb. 21-28 under the sponsorship of the National Conference of Christians and Jews, has for its purpose the fostering of understanding among all racial and religious groups.

'Red Garters' Album Pressed by Columbia

An album of eight tunes from Paramount's "Red Garters" will be released by Columbia Records this month. The records, which also will be sold individually, are to be available in all record speeds. Columbia said an all-out promotion campaign will accompany the release of the records.

Loew's-20th

(*Continued from page* 1)

ating the Rockne Theatre. It alleges that Loew's requires outlying theatres to show "Knights of the Round Table" as a single feature and that 20th Century-Fox is not allowing customary deductions for companion features in theatres showing the company's CinemaScope productions.

The complaint, naming Loew's, 20th-Fox and the Balaban & Katz theatres as defendants, further allegcs that the companies involved are attempting to limit runs to one week in order to allow B & K to outbid independent theatres, inasmuch as B & K is limited to one-week runs by the Jackson Park decree and it is doubtful that many independent theatres can make money by holding a single feature for two weeks.

An affidavit was submitted by Loew's indicating that it is not an established policy of the company to require exhibition of their pictures on a single-feature basis.

Meanwhile the Rockne has booked "How to Marry a Millionaire" for two weeks. The first week is a double feature with "Easy to Love," while the second week it is shown with "Miss Sadie Thompson," despite the fact that 20th-Fox is not allowing the theatre a deduction for the second feature.

Censor Board

(*Continued from page* 1)

a film on grounds that it is "immoral" does not affect the right of the City of Stockton to curb films, since the ordinance is based on action which might be taken while the film is part of a theatre's regular program.

The ordinance provides for a $100 fine, 60 days in jail or both for theatre managers, owners, or any group sponsoring such shows.

RCA to Market New 'Dyna-Lite' Screen

CAMDEN, N. J., Feb. 4.—A new vinyl plastic aluminum-pigmented all-purpose screen has been placed on the market by the theatre equipment section of the RCA engineering products department, it was announced here today.

The new screen, named the RCA Dyna-Lite Silver screen, was said to be made of a special formula vinyl plastic which was claimed to be flame-proof, tear-proof and highly moisture-resistant. A special metallic coating applied after the screen is fabricated assures a uniform reflection surface for 3-D films, it was stated.

Bases Drive-In Suit On 'Lights Out' Rule

TAMPA, Feb. 4.—Two damage suits for negligence totaling $30,000 have been brought against owners of the Fun-Lan-Drive-In Theatre here by members of a family who alleged that they were injured while attending the theatre.

Claimant Charles F. Ranfroe charges that while his car was parked in the theatre ground it was struck by another car, injuring his wife and knocking his six-year-old son to the ground. The theatre is charged with negligence in demanding that customers drive in and out without headlights turned on.

AS AN INDUSTRY SERVICE...20th Century Fo
of the industry read these messages from tw

ALEX MANTA

Vice-President and General Manager, Indiana-Illinois Theatres. 40 years an outstanding exhibitor and showman. Member of the Board of Directors of Allied Theatres of Indiana. Member of Council of Motion Picture Organizations (COMPO). Contributing member of Theatre Owners of America (TOA). Operator of 23 theatres in Indiana and Illinois, ranging in capacity from 301 to 2063 seats.

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SPYROS SKOURAS, PRESIDENT
20TH CENTURY-FOX FIIM CORP.
444 WEST 56 ST. NYC

AS A SMALL COMPANY HAVING EVERYTHING AT STAKE IN THE THEATRE BUSINESS, WE FEEL IT'S TIME FOR OTHER EXHIBITORS IN ADDITION TO TRUEMAN REMBUSCH, WHO SUCCESSFULLY INSTALLED CINEMASCOPE COMPIETE WITH STEREOPHONIC SOUND IN THEATRES AS SMALL AS THREE HUNDRED AND FIFTY SEATS, TO VOICE THEIR SUPPORT AND APPRECIATION OF WHAT YOU AND TWENTIETH CENTURY HAVE DONE FOR OUR INDUSTRY. AFTER SIX COMPLETE CINEMASCOPE STEREOPHONIC SOUND INSTALLATIONS WE FEEL THAT WE ARE IN A POSITION TO ENCOURAGE YOU TO HOLD FAST TO YOUR DETERMINATION TO INSIST ON PROPER PRESENTATION OF CINEMASCOPE THE WAY IT WAS DEVELOPED AND INTENDED, WITH FOUR-TRACK STEREOPHONIC SOUND. TO PRESENT CINEMASCOPE OTHERWISE IS AN IMPOSITION ON THE PUBLIC WHO HAVE BEEN SOLD TO EXPECT SOMETHING NEW AND DIFFERENT IN SOUND AND SOUND EFFECTS. YOUR COMPANY IS TO BE CONGRATULATED FOR YOUR FORESIGHT, COURAGE AND WHAT YOU HAVE DONE TO HELP REVIVE A SICK BUSINESS, AND YOU SHOULD NOT BE HARRASSED IN YOUR EFFORTS TO MAINTAIN THE HIGH STANDARD OF CINEMASCOPE PRESENTATION SO VITAL TO ITS CONTINUED SUCCESS.

ALEX MANTA
INDIANA-ILLINOIS THEATRES

Fox believes it is vital that every member of two of the nation's leading exhibitors



LEO T. JONES

President, Star Theatres, Inc. For 25 years a leading Ohio exhibitor. Member of National Allied. Member of Independent Theatre Owners of Ohio and a former vice-president of ITOO. Circuit includes Star (540 seats), Upper Sandusky; Carey (329 seats); Indiana Trail Drive-In, Carey.

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W. P. MARSHALL, PRESIDENT

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444 WEST 56TH ST. NYC

I HAVE JUST COMPLETED MY FIRST SEVEN DAYS OF THE ROBE WITH COMPLETE STEREOPHONIC SOUND, MIRACLE MIRROR SCREEN AND AUDITORIUM SPEAKERS AND AM HOLDING FOR ANOTHER SEVEN DAYS, THE FIRST TIME IN 23 YEARS A PICTURE EVER PLAYED MORE THAN SIX DAYS. I AM NOW CONVINCED THAT THE ONLY PROPER WAY TO PRESENT CINEMASCOPE IS BY UTILIZING ALL FOUR SOUND TRACKS THRU AUDITORIUM SPEAKERS AND THREE BACKSTAGE SPEAKERS, AND AM READY TO ADMIT I WAS WRONG IN ASKING FOR ONE-CHANNEL SOUND. I COULD NEVER PRESENT THE ROBE AS WONDERFULLY AS I DID OR GET SUCH AUDIENCE ACCLAIM WITHOUT THE STEREOPHONIC SOUND. BUSINESS WAS 525% OVER NORMAL FIRST WEEK. PLEASE ACCEPT MY HUMBLE APOLOGY FOR WRONGLY INSISTING ON SINGLE-TRACK SOUND EVEN THOUGH I ONLY HAVE 540 SEATS.

LEO T. JONES

Myers Urges Stock-Buy Unity, Promotion

Sees Product Situation as 'Desperate'

(Continued from page 1)

about this condition in order to raise the price of film," Myers said. "Without pausing to inquire into the question of a specific intent to rig the market, let us consider the vicious circle of circumstances leading to the tragedy. A film representing a considerable investment needs successful first run exhibitions in order to make money. The extended run epidemic superinduced by CinemaScope causes product to pile up awaiting first run outlets. And as those outlets become clogged, the studios curtail production to prevent inventory losses. This condition, unless promptly relieved, spells disaster for the subsequent-run small town exhibitors."

Myers contended that when the public curiosity has been satisfied with respect to CinemaScope, the duration of runs will again be in proportion to the essential merits of the pictures. The solution of the problems, Myers said, involves drastic measures in which all classes of exhibitors must join. These measures are of two kinds, he explained:

¶ To bring about the production of more pictures either by engaging directly in production activities or stimulating production by others.

¶ To carry on an intensive nationwide campaign to promote theatre attendance so that increased production will be economically feasible.

Myers recalled that Allied, taking its cue from former president Truman Rembusch's keynote convention address in Boston last October, authorized the making of a survey to ascertain how much influence could be exercised by exhibitors in film companies to pursuade them to increase their output by exercising the voting rights on any shares of stock in such companies that the exhibitors may own or be willing to acquire, and amassing and guaranteeing playdates for the additional pictures that such companies might produce.

No Prediction Yet

Myers explained that the survey did not get under way until mid-January and that, to date, the returns are too meager to support a prediction as to whether the final result will justify the necessary formal steps for putting the plan into operation.

"However encouraging these early returns may be," Myers stated, "the board should realize that so ambitious a plan calls for widespread support. If the anguished cries from other quarters are to be credited, it would seem that even the largest circuits are beginning to sense, even if they have not yet felt, the product pinch.

"I recommend, therefore, that the board authorizes the necessary steps to bring the plan to the attention of other exhibitor organizations and exhibitors in unorganized territories and to invite them to participate in it. This would entail affording such non-members representation on the management committees and the board should act on this recommendation with that thought in mind."

In meeting the competition of television, Myers said, the motion picture industry has used only "defense and diversionary tactics," adding that "it seems to lack the vision or courage to carry the fight to the enemy." If the industry is ever going to make an all-out effort to win back the so-called lost audience, this is the time for it, Myers said, claiming that "all the publicity concerning Cinerama, CinemaScope, 3-D and wide screens has served to re-awaken interest in the movies." Unfortunately, however, he added, the news about fine pictures seeps slowly and the impression still lingers that there aren't any good pictures any more.

'No Particular Medium'

"What is needed," Myers said, "is a great united push, not for any particular medium or picture, but for motion picture entertainment, distinct from and superior to all other forms of entertainment. The public must be made, and it must remain, motion picture conscious—not CinemaScope conscious, not 'Robe' conscious, but movie conscious."

Claiming that the public loves a contest, Myers said he had submitted to Allied's representatives in the Council of Motion Picture Organizations an idea in hopes that it will stimulate others to try to devise a better one.

"A great promotional campaign, to be managed by a national committee similar to the tax committee," Myers said, "should now be launched and all of COMPO's resources not absolutely essential to the tax campaign should be devoted to it, and additional funds should be raised if needed. When the gross receipts of the industry have been raised to something approaching the 1946 level, other problems can be more easily solved. Let the industry adopt as its slogan for 1954, with a nod to Charles Pinckney: 'Thousands for promotion but not one penny for defense.'"

Myers then turned to recent attacks on the Sherman anti-trust law, a review of the Senate Small Business Committee hearings and stereophonic sound.

Supports Sherman Act

The Allied general counsel asserted that any threat to the Sherman Act, "even if only a distant rumble," is a matter of deep concern to independent exhibitors. He was critical of the Attorney General for appointing a committee of lawyers "heavily weighted in favor of big business" to recommend amendments to the anti-trust laws.

Myers reviewed briefly the provisions of the Keating Bill, which would provide a uniform limitation of the time in which to bring private anti-trust actions for damages, and the Reed Bill, which would confer on Federal district judges discretionary power as to the amount of damages to be awarded in such cases, in place of mandatory treble damages now provided. In asking the board what it wanted him to do in regard to both bills, the general counsel said he would expect the directors to favor the Keating Bill and oppose the Reed Bill.

Recalls 'Trust' Decisions

Myers also reviewed recent U. S. Supreme Court decisions in the Crest and Adelman cases. The Small Business Committee hearings were described as a "fiasco" by Myers who claimed that the committee took no notice of the conclusive proof of price-fixing introduced into the record.

Conceding that 20th Century-Fox advanced panoramic projection to a high state of excellence and that its development of the anamorphic lens was a notable contribution to the motion picture art, Myers said that Fox's attempt to dominate the business by its insistence on combining lenses, screens and screens and stereophonic sound "has caused the trouble." Myers summed up the controversy as follows:

"There can be no legitimate criticism of any exhibitor for installing stereophonic sound if he can afford it and feels that it will enhance the entertainment offered his patrons. Our efforts have been directed against the policy of one company, which may develop into a conspiracy with others, to force exhibitors to install equipment and otherwise operate their theatres as directed by the film companies."

Chairman Lists Omens That Justify An Optimistic Outlook For This Year

CINCINNATI, Feb. 4.—Despite possible conclusions that independent exhibitors are entering the new year with a carry-over of most of their old grievances, plus those arising from the past year's innovations, Abram F. Myers, Allied States chairman, believes there are other considerations which justify a more optimistic outlook.

In his annual report to the Allied States board of directors in session here Myers makes the following observations:

¶ "Pre-releases, old style, have dwindled to a trickle due to the intensity of the assault made on them last year.

¶ "Exhibitor organizations are holding together in solid opposition to 20th Century-Fox's efforts to cut off from film supplies all who cannot afford stereophonic equipment.

¶ "Warner Brothers has recently broken ranks by announcing that its first CinemaScope picture, 'The Command,' will be available with both one-track and four-track sound.

¶ "A 10 per cent reduction in income taxes became effective on Jan. 1 and prospects for some measure of relief from the admission tax are bright.

¶ "It seems likely that there will be some reduction in corporate income taxes and that Congress will enact a provision for accelerating the depreciation on new equipment.

¶ "Despite all the trials and tribulations following in their wake. Cinerama, CinemaScope, wide screens and even 3-D have reawakened public interest in motion pictures and have given the business a boost that should keep it moving forward throughout 1954," Myers concluded.

Allied Won't Bar Distributors' Ads From '54 Program

CINCINNATI, Feb. 4.—Despite reductions in distributors' financial assistance to national exhibitor organizations and their annual conventions in recent years, Allied States will continue to look to the companies as sources of special-occasion revenue, it was confirmed here today.

Last fall, the Allied board, meeting at Boston, was so annoyed at distribution for eliminating the convention contribution and holding back, temporarily, on advertising in the convention program, that it considered ignoring the distributors in the future and turning to equipment manufacturers and dealers exclusively for annual convention program advertising.

This year, however, happens to be Allied's 25th anniversary and plans are in the making for some special observances, come convention time next fall. It is definite that distributors will again be able to buy their way into the convention program.

Asks Compo's Cooperation in 'United Push'

Look What Happened In Just 12 Months

CINCINNATI, Feb. 4.—The speed with which industry innovations developed in the last 12 months is recalled by Abram F. Myers, Allied general counsel, in his annual report to the board of directors in session here. He reminded the directors that in his report last year there was no mention of Cinerama, CinemaScope, 3-D, wide screens or stereophonic sound. Those developments occupy a large part of this year's report.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 26 NEW YORK, U.S.A., MONDAY, FEBRUARY 8, 1954 TEN CENTS

Mutual Consent

Stereo Sound Tests by 20th, Reade Now Off

Lichtman Calls Drive-ins Criticism 'Reprehensible'

The stereophonic and "mixer" sound tests have been called off by 20th Century-Fox and Walter Reade, Jr., president of Theatre Owners of America and circuit operator, it was announced at the weekend in separate statements by Al Lichtman, 20th-Fox distribution director, and Reade.

The abandonment of the tests came in conjunction with another Lichtman statement accusing last week's Allied States drive-in convention at Cincinnati of prejudging the two-channel stereophonic sound system proposed by 20th-Fox.

In reference to the tests, Lichtman said that he had met with Reade and Myron Blank, president of the Central States Theatre Corp., and both agreed "that there is no question of the superiority of stereophonic sound to ordinary single-track sound." He went

(*Continued on page* 4)

Five Circuits Buy 9 Theatre TV Units

The sale of nine RCA theatre TV units to five circuits was disclosed here at the weekend by Box Office Television, which arranged the sale.

The circuits buying the equipment, which initially had been optioned by BOT, are Walter Reade Theatres, Century Theatres, Fabian Theatres, Stanley Warner and Wometco. It was learned that Reade plans to make the installation in his Perth Amboy, N. J., theatre, while the two sets of

(*Continued on page* 5)

Morgan to Tour for Para. Shorts Data

Data which may have a direct bearing on future production, distribution and merchandising of Paramount's short subjects and newsreel will be collected by Oscar Morgan, short subjects sales manager, on a tour of Southern territories which will start on Thursday. Morgan will be accompanied by W. Gordon Bradley, assistant Southern division manager, on his visits to Jacksonville, Charlotte, Atlanta and New Orleans.

Very Cautious

Drive-ins Seen Turning from Wide-Screen

CINCINNATI, Feb. 7.—The wind-up of the sessions of the National Allied Drive-in Theatre Association convention here pointed to a consensus by the majority of delegates that they would refrain from installing wide screens in their outdoor theatres.

The decision was reached upon the realization that inasmuch as CinemaScope without stereophonic sound would not be available this season in time for drive-in re-openings, 20th Century-Fox product must be written off their books.

Many of the drive-in exhibitors were of the opinion that the risk of such a large expenditure was so big that they were reluctant to stampede and "jump off the deep end." Jack Braunagel, of the Commonwealth circuit of Kansas City, reflected the opinions of a large number of operators when he said, "Until my patrons demand wider screens than already are

(*Continued on page* 5)

Distributors Lose Overseas Tax Aids

WASHINGTON, Feb. 7.—Motion picture companies merely distributing their films overseas would get no benefit from changes approved by the House Ways and Means Committee Friday in the tax treatment of overseas income, Treasury officials said. They declared companies actually owning theatres overseas would benefit, however.

The committee voted to include in its technical tax revision bill a provision taxing certain income from overseas

(*Continued on page* 5)

MPAA Project

WILL INTRODUCE PRESS TO CODE

Church Women in Vote of Confidence To Production Code

A resolution pledging support of the Production Code was passed here last week by the United Church Women, representing 10,000,000 women of all denominations throughout the country.

The resolution said, in part, "We express our trust in the good judgment of the directors of the Motion Picture Association to keep the Production Code consonant with public morals and good taste.

"We resent the efforts of some producers to destroy or weaken the program of self-regulation by evasion of their public responsibility.

"Whereas, the Supreme Court's re-

(*Continued on page* 4)

House Group Lauds Films' Job on Reds

WASHINGTON, Feb. 7.—The House Un-American Activities Committee in its annual report for 1953 roundly praised the motion picture industry for its cooperation during the past year and declared that no other major industry now employs fewer communists than does the film industry.

"During the past year, the committee is pleased to report that the spirit of helpful cooperation evidenced by motion picture industry figures has

(*Continued on page* 5)

Directors Feel Recent Agitation Showed Lack Of Knowledge of Subject

The Motion Picture Association of America will undertake to familiarize key segments of the nation's press with the content and purpose of the industry's Production Code.

The task is being undertaken in consequence of a belief among members of the MPAA board of directors that the recent press agitation concerned with the Code revealed, more than anything else, a lack of knowledge and understanding of the document on the part of many of those writing about it.

This was among the conclusions arrived at by MPAA directors in the course of informal discussions of the Production Code and the public attention recently paid to it, while the directors were in Miami Beach for contract negotiations with the American Federation of Musicians.

As previously reported, the consensus of the directors' informal discussions was that the Code had served

(*Continued on page* 4)

New Contract Averts Carrier Strike Here

A threatened strike of drivers for film carriers here was averted late Friday when provisions for a new contract were agreed upon at a meeting of representatives of both the teamsters union and the carrier managements with Jay Kramer of the State Board of Mediation.

The new provisions call for a "substantial" wage increase, a two-year

(*Continued on page* 5)

'Riot in Cell Block 11'

[*Allied Artists*] *Hollywood, Feb. 7*

WALTER WANGER'S "Riot in Cell Block II" is tremendously forceful melodrama. Sure to blast its box office way into big figures anywhere and everywhere. It tells in total candor and with complete authenticity (it was filmed in its entirety at California's maximum-security Folsom prison, with all authorities from the governor down cooperating) how prison riots start, their cause and outcome, and what happens to guards, officials, convicts and convict leaders, before order is restored.

This filmed riot is fictional, naturally, but this prison is real, these procedures are genuine, real guards and state police participate as players, as do some convicts, and what happens in this riot and place is what

(*Continued on page* 5)

'Brotherhood' Reel For Release Feb. 17

A special Brotherhood Week newsreel featuring Gen. Mark Clark will be shown in theatres throughout the country beginning Feb. 17, according to Emanuel Frisch, national chairman of the industry's Brotherhood drive.

The filmed address by Gen. Clark, which is a key feature in the Brotherhood Week membership campaign staged by the nation's exhibitors, will be distributed by 20th Century-Fox, M-G-M, Paramount, Universal and Warner-Pathe newsreels.

Personal Mention

JOHN P. BYRNE, M-G-M Eastern sales manager, and captain of the company's 30th Anniversary Jubilee drive, will leave New York today for New England.

•

JACK CUMMINGS, M-G-M producer, and MRS. CUMMINGS will arrive here from the Coast on Sunday and will sail three days later aboard the "Queen Elizabeth" for Europe.

•

PETER WELLMAN, owner of the Wellman and New Mock theatres in Gerard, O., is recuperating at home following six weeks of hospitalization.

•

LINDSLEY PARSONS is here from the Coast for conferences with MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, left here Friday on a West Indies vacation.

•

JOHN FLINN, Allied Artists director of advertising and publicity, is here from the Coast.

•

OSCAR A. DOOB, M-G-M advertising executive, has arrived in Palm Beach from Havana on vacation.

•

M. L. SIMONS, M-G-M exhibitor relations head, returned here Friday from Chicago.

•

PHIL WILLCOX, of "Parents' Magazine," returned here at the weekend from the Coast.

•

P. T. DANA, Universal Pictures Eastern sales manager, has returned here from Buffalo.

•

LYNN FARNOL left here at the weekend for Hollywood.

•

MARGARET ETTINGER, publicist, has arrived here from the Coast.

•

EDWIN KNOPF, M-G-M producer, left here Friday for Hollywood.

Reissue Scott Films

ATLANTA, Feb. 7.—The Katz brothers, owners of the Kay Exchanges in Charlotte, New Orleans, Memphis and here, have taken over three Randolph Scott pictures for reissue. The films are "Fighting Men of the Plains," "Canadian Pacific" and "Cariboo Trail."

Elect Ted Gamble

PORTLAND, Ore., Feb. 7.—Ted R. Gamble, of Gamble Enterprises, has been elected a member of the board of directors of TransAmerica Corp., serving with Frank N. Begrano, Jr., who heads the concern.

To Indo-China Post

Wolford K. Dow has been named manager for M-G-M in Indo-China, by Morton A. Spring, first vice-president of Loew's International Corp. Dow replaces Al Kahans, resigned.

Quigley - Ernst Code Discussion

Martin Quigley, who originated the Production Code, will defend the plan of self-regulation and Morris Ernst will argue for its abolition on the radio program, "Report to the People," on Station WMCA, New York, tonight, 9:30-10:00 P.M.

Ernst is general counsel of American Civil Liberties Union and is an opponent of all forms of censorship. The program will be moderated by Mrs. Dorothy Dunbar Bromley, conductor of the weekly series.

New Insurance Plan For AGVA Members

A report on the first 14 months of the American Guild of Variety Artists Welfare Trust Fund was issued at a press conference here on Friday when it was explained that the 11,000 AGVA members were now beneficiaries of the fund's new group insurance plan.

Terms of the policy provide for the payment of $50 a week up to 150 weeks for total disability and up to $1,000 for surgical and hospital expenses incurred as the result of an accident. The policy further provides for payment of $7,500 for accidental death and a similar amount for the loss of a limb. The coverage is valid 72 hours prior to an engagement and 24 hours after an engagement. In addition, members are entitled to a $500 death benefit.

The new plan is the successor to the "dollar-a-day" insurance formula formerly in force under the AGVA insurance fund. The new plan was worked out with Lloyds of London which has been paid $140,000 in premiums from a gross collection of $178,000.

Seek Reopening of Upstate N. Y. Suit

BUFFALO, Feb. 7.—Permission to reopen an $841,500 complaint against 17 producing, distributing and exhibiting corporations was asked in an amended complaint filed here Friday in Federal Court by the Martina Theatre Corp. of Albion. The complaint, against the Schine Circuit and other film corporations, asks that an order dismissing the former complaint be vacated on the grounds that the settlement agreement which was part of the stipulation of dismissal was illegal and procured by fraud.

Sullivan on Coast to Set M-G-M Tribute

HOLLYWOOD, Feb. 7.—Final preparations for next Sunday's "Toast of the Town" television tribute to M-G-M in honor of the company's 30th anniversary got underway here at the weekend with the arrival from New York of Ed Sullivan.

Dore Schary, M-G-M production vice-president, will be co-host on the program, which for the first time will originate from the West Coast.

British Tax Relief Case to Treasury

LONDON, Feb. 7.—The tax deputation representing all branches of the industry met on Friday with John Boyd Carpenter, Financial Secretary of the Treasury, to discuss the industry's case for relief from the heavy government entertainment tax.

A statement issued by the Treasury following the meeting confined itself to the assertion that the "deputation outlined the industry's case for a reduction in the entertainments duty of £7,000,000. The Financial Secretary assured the deputation that he would lay their views before the Chancellor of the Exchequer."

Trust Suit Opens and Closes on First Day

JACKSONVILLE, Feb. 7.—What is probably one of the shortest anti-trust suits on record began and ended here on Friday in the U. S. District Court, Southern District, Jacksonville division.

It concerned the charges of L. K. Naas and John R. Sutton, Jr., owners of the Vogue Theatre, Orlando, Fla., that eight distributors and three exhibitor corporations were attempting to "monopolize first and second run exhibition in Orlando.

At Friday's hearing so many inaccuracies were pointed out in the plaintiff's bill of complaint that Naas and Sutton instructed their attorneys, Perry Penland and Phillip May, to file a notice of dismissal.

Naas and Sutton had sought $200,000 triple damages totaling $600,000. Defendants were Fox, Columbia, Universal, Paramount, RKO, Warners, Loew's and United Artists, as well as Florida State Theatres, Florida Coastal Theatres and Florida Theatres.

Tribute to 'BYOL' Voiced in Congress

WASHINGTON, Feb. 7.—Samuel Goldwyn's "The Best Years of Our Lives" is a film that "richly deserves to be brought back so that a new generation of veterans may have the opportunity to see it."

This statement, inserted in the Congressional Record by Rep. Edith Nourse Rogers of Massachusetts, followed the premiere of the reissued picture here last Wednesday. The film, said Mrs. Rogers, is as timely today as it was "back in 1947, when it received nine Academy Awards."

Seidelman Manager For Rep. in Omaha

Lawrence Seidelman has been appointed Omaha branch manager for Republic by C. Bruce Newbery, director of sales. Seidleman was senior salesman of the company's Milwaukee branch. He replaces Harry Lefholtz, resigned.

CBC Names Gilmore

OTTAWA, Feb. 7.—J. P. Gilmore has been named coordinator of television for the Canadian Broadcasting Corp. succeeding E. L. Bushnell.

Programs Expanded By Columbia's TV Subsidiary

A production investment of nearly $5,000,000 in new television progamming for 1954 is envisioned by Screen Gems Television, a subsidiary of Columbia Pictures Corp., it was disclosed here yesterday by Ralph M. Cohn, vice-president and general manager of Screen Gems.

Cohn revealed that Screen Gems will produce three major television film program series this year, in addition to its current production of the Ford Theatre. The new TV programs slated for this year include "Father Knows Best," starring Robert Young; "The Damon Runyon Theatre," and "Adventures of Rin-Tin-Tin." Four other programs, Cohn said, will be offered through General Artists Corp., Screen Gems' national sales representative, and will be produced if sold. The latter include "Sister Veronica," starring Irene Dunne, and "What Makes a Champ."

Gives Credit to Columbia

Cohn credited Screen Gems' success with the know-how it borrowed from its parent company, Columbia, in respect to building a vertical TV firm engaged in the production, financing and distribution of its own TV films.

Asked about the $5,000,000 financing needed for the new programs, Cohn said that it will be derived from a variety of sources including sums from producers, from Screen Gems itself and the income from previous programs. He said Screen Gems for the past few years has been operating in the black, declining, however, to give the TV firms' gross yearly revenues.

'Parade' Prospects Held More Favorable

The off-and-on-again television show, "Hollywood Parade," designed to promote the motion picture industry has taken a favorable turn, a spokesman for the Motion Picture Association of America has reported.

The producers of the projected show, American Broadcasting Co., a division of American Broadcasting-Paramount Theatres, have foregone their insistence on tying up a particular star with individual film clips of pictures in which the actor or actress plays the leading role, it was stated. The more flexible policy is seen as bringing nearer production of a pilot film, which originally was slated to be completed last September. Robert Weitman, AB-PT vice-president, who is on the Coast to expedite the pilot film production for which AB-PT has reached a tentative agreement with MPAA, is expected back this week.

20th Sales Meet

A three-day sales meeting of 20th Century-Fox's Central division will open today in Detroit. It will be attended by Arthur Silverstone, Eastern sales manager; Tom McCleaster, division head, and branch managers R. C. McNabb, Cincinnati; I. J. Schmertz, Cleveland; J. J. Lee, Detroit, and R. L. Conn, Indianapolis.

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The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

Stereo Sound

(*Continued from poge* 1)

on to say that "it was never the intention of the demonstrations to determine whether 20th Century-Fox would abandon its stated policy of not permitting showings of CinemaScope pictures without full stereophonic sound."

Reade, in his statement, said that "obviously" Spyros P. Skouras, president of 20th-Fox, has "abandoned" the agreement reached between them on Jan. 20. He said he was informed by Lichtman that "even though exhibitors might sit in at the tests, their judgment on the requirement of stereophonic sound would not be respected or considered in Fox's decision." Inasmuch as the results of the tests will be disregarded, Reade stated, "we have both determined to abandon the whole idea."

'At All Times Willing'

Lichtman, in his statement, declared that 20th-Fox is at all times willing to hold theatre tests in order to prove the "superiority" of stereophonic sound over a "mixer" device, which changes stereophonic sound into conventional sound. He went on to repeat that 20th-Fox, in order to aid small exhibitors, will aid in obtaining long-term credit for sound equipment installations.

Regarding the recently-concluded Cincinnati drive-in convention, Lichtman declared that "none of the exhibitors . . . who were yelling against a two-channel stereophonic sound system had seen and heard it, for it was shown for the first time last Tuesday in Bloomfield, N. J., when the convention was already in session."

The 20th-Fox distribution director called the "hooting" directed against Skouras at the convention, "reprehensible." "I am confident, on the basis of past experience, that all those men who vilified Skouras will eventually applaud him. . . . I, for one, feel they owe Mr. Skouras an apology," he stated.



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ACROSS THE U.S. AND OVERSEAS . . .
FLY TWA

To Install 200 More RCA Stereo Systems

CAMDEN, Feb. 7.—More than 200 additional theatres will be equipped with RCA stereophonic sound equipment, it was disclosed here by RCA's theatre equipment division. The already high rate at which theatres throughout the nation are adopting stereophonic sound is being accelerated, said RCA.

Stereo Sound Meet For Altec Managers

Division managers of certain Altec Service offices will meet here today at the Park Sheraton Hotel to discuss procedure for the expeditious handling of applications for stereophonic sound installations in conjunction with CinemaScope presentation.

Home office officials attending will include H. M. Bessey, executive vice-president; E. O. Wilschke, operating manager; E. Z. Walters, comptroller; L. D. Netter, Jr., general sales manager, and P. F. Thomas, treasurer. Division heads attending are: C. S. Perkins, Northeastern; L. J. Patton, Eastern; M. G. Thomas, Southern, and F. C. Dickely, Central.

Last of 3 Paramount Case Judges Retires

WASHINGTON, Feb. 7.—The retirement of Henry W. Goddard as judge for the Southern district court of New York has been announced by the White House.

This completes the retirement of the entire membership of the three-judge statutory court that has been handling the Paramount case. Despite their retirement, however, the judges have continued to sit as the court to interpret and enforce the Paramount decrees. The other members, who had retired previously, were Judges Alfred C. Coxe and Augustus N. Hand.

Film Leaders to See 'Act'

More than 50 industry executives have accepted invitations to the premiere of "Act of Love" at the Astor here Thursday. They will join with some 500 other invited guests at the opening of the United Artists release.

Code-Press

(*Continued from page* 1)

the industry and public well for the past 23 years and that it would continue to do so; and that the essential plan and basic principles of the Code should remain unchanged.

It is learned, additionally, that the directors' informal discussions concerning the press attention being given the Code, resulted in agreement that those who write about it in the lay press should be made more familiar with it.

Ask Johnston to Act

The board members instructed Eric Johnston, MPAA president, who participated in the Miami Beach discussions, to undertake at once to provide authoritative information concerning the Code, its content, aims, administration and other pertinent aspects, to newspaper and magazine editors, editorial writers, columnists and certain feature writers, in fact, to all those whose recent and current observations on the Production Code have showed their lack of knowledge and understanding of it.

Kenneth Clark, assistant to Johnston, has been designated to organize the informational project. Assisting him will be members of the publicity and information departments of MPAA member companies on both Coasts who, when the informational material has been compiled, will assist in bringing it to the attention of the key press people of the country.

Church Women

(*Continued from poge* 1)

cent decisions have greatly curtailed the area of subject-matter affected by legal censorship, and many theatres formerly affiliated with the producer-distributor organizations supporting the Production Code are now independently operated; and

"Whereas, some producers are questioning the adequacy of the Production Code to provide dramatic freedom, and some theatres formerly adhering to the Code have played pictures not bearing the Code Seal; now, therefore, be it resolved to pledge support to the Code and to those pictures which, in the words of the Code, 'will not lower the moral standards of those who see them'."

See 2-Speaker-in-Car 'Stereo' System Costing $10,000 Exclusive of Labor

Equipment costs of the two-speakers-in-a-car sound system for drive-ins, to achieve the effect of stereophonic sound, as demonstrated in Bloomfield, N. J., last week would be in the neighborhood of $10,000, exclusive of labor for a 1,000-car drive-in, according to estimates by theatre supply dealers. That figure, it was said, would be only a part of the over-all installation expense.

Under the present single speaker system in a 1,000-car drive-in, 500 watts of amplification are needed, 250 for the speakers and 250 for stand-by. At a cost of $336 each for the additional amplifiers, the total would be $672. The additional 1,000 speakers at approximately $6 each would entail another $6,000. The cost of extra power amplification would be approximately $1,600 plus $124 for the power amplifier cabinet. An extra ramp control would come to $266 and it is estimated that 12,000 feet of wiring would be required. At the current price of $85 per 1,000 feet, this would cost $1,020.

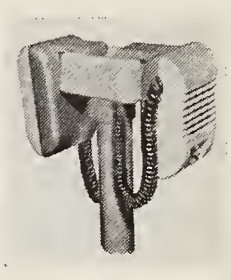
In addition, it was pointed out, pavements would have to be dug up for the additional wiring, conduits and general electrical work. These costs would vary but the over-all expense probably would come close to $20,000, including the equipment.

Most dealers expressed the opinion that the drive-in operators would not go to this expense inasmuch as it appeared doubtful that true stereophonic sound could be attained in the first place.

In the THEATRE Equipment World . . .

. . . with RAY GALLO

FIRST AMERICAN PRODUCTS, INC., Kansas City, has two new in-car speakers for drive-in theatres.



One of them, the "Chief," is 3½ inches in diameter; the other, "the Super Chief," is 4 inches (pictured here). The louvers are specially treated and designed to protect the cones against sun and rain. Volume control is wholly enclosed within the speaker housing, and the control shaft is elongated and knurled for easy turning. Within the speaker housing every joint is cemented together with a Bakelite cement and heat cured to make a connection between voice coil, diaphragm, leads, suspension and metal frame. The speakers have a two-tone finish to harmonize with other popular makes.

•

"Contour" and "Parkay" are the names of two patterns in spun Saran upholstery introduced by Bolta Products Sales, Inc., Lawrence, Mass. The material is designed to combine the durability of the toughest grade Saran with the appearance and texture of wool. It can be cleaned with a damp soapy sponge or with any detergent or upholstery cleaner. The "Contour" pattern features a large, swirling design that simulates frieze. "Parkay" is a modern geometric design.

•

Portable fire extinguishers using dry chemicals and pressurized by air are available from the American-La France-Foamite Corp., Elmira, N. Y. They ore called "Alfo Dry Chemical Fire Extinguishers." The line consists of Models PCD-5, 10, 20, ond 30, numbers indicating the capacities by weight of the dry chemical. The units are operated simply by pulling o pin and squeezing the lever.

•

The "Dari-Mart" is an automatic coin dispenser of milk drinks in several models for serving three different flavors, marketed by the Cedar Hill Farms, Inc., Cincinnati. The units dispense ½ pints, ⅓ quarts and full pints in Pure Pak, Canco, or Sealking containers. Capacity of the containers ranges from 120 to 156, depending on the model. Both flavors and the size of the containers can be changed as desired. The machines are 64 inches high, 34¾ inches wide and 38¾ inches deep.

•

Robert J. Hemkes has been promoted to field sales manager of the American Seating Company, Grand Rapids, Mich., according to an announcement by J. J. Thompson, general sales manager of the company.

Drive-ins

(*Continued from page* 1)

installed, I question the judgment of every drive-in owner who at this time is getting panicky. A lot of fellows made a serious mistake when they went for 3-D last year. Let's keep our heads and not equip ourselves out of business."

Shor Sees 'Direct Violation'

Rube Shor, chairman of the convention, expressed the opinion that 20th-Fox's action in apparently making equipment a condition in the licensing of its pictures was a "direct violation of the law" and that if Spyros Skouras wanted to change the law, "it should be done in due process by legislation." In concurring with Shor, Sidney Samuelson of Philadelphia, former national Allied president, offered to draft a resolution on the issue and have it forwarded to the U.S. Attorney General's office. Many exhibitors said they would individually wire their Congressmen in regard to the "bill of fare" now being offered by distribution.

Insurance Rate Rise Predicted

In discussing drive-in insurance rates, Jack Wallens of Yarchin & Co. of Boston said that the $15,000,000 yearly paid in premium rates today would rise to $20,000,000 within five years. He said he believed that the National Rating Bureau is not fully familiar with the characteristics of drive-ins and, therefore, must protect itself through the high cost of premiums. A reduction in rates, he said, could be accomplished only by national cooperation in compiling data from every drive-in. A motion was passed calling for a questionnaire to be forwarded by national Allied to all units so that the information can be gathered and sent to the National Rating Bureau.

Theatre TV

(*Continued from page* 1)

the Century Circuit are slated to be installed in Long Island houses. All the circuits with the exception of Reade's, bought two sets apiece.

The purchase of nine sets will bring the number of theatre TV installations throughout the country to 103, according to BOT.

New Contract

(*Continued from page* 1)

contract, health and hospital insurance, life insurance up to $2,000, two more paid holidays per year and no layoffs for the duration of the contract unless there is a "signficant" loss of business.

The strike would have affected every theatre in the New York area.

Toups with Loew's 35 Years in N. O.

A new service record for Loew's will be established today when Rodney Toups, manager of Loew's State Theatre in New Orleans completes 35 years of service for the organization in that city. Toups has been manager of the State since it opened in 1926. He started as assistant manager of Loew's Crescent there in 1919.

'Riot in Cell Block 11'

(*Continued from page* 1)

has happened in those other riots and places which news headlines have covered so frequently in recent years. Violence grows and suspense piles up as warden and riot leaders match wits and strategy, and death is among riot's consequences. Few pictures give their audiences so much warrant for word-of-mouth.

The cast is all-male, save for walk-ins by incidental wives and mothers toward the close. Foremost among many excellent actors (the cast actually runs to hundreds, incidentally) are Neville Brand, seen in "Stalag 17," as the riot leader, and Emile Meyer, who was the leader of the cattlemen in "Shane," as the prison warden. These men turn in splendidly clear-cut and measured portrayals, and so do many more actors whose names don't sell tickets yet but may do so after their work here has proved their skills.

Don Siegel's direction is a masterly job, as competent in his handling of mob charges, assaults and repulses, as in dealing with intimate scenes and tense situations.

The Richard Collins' script is among the finest writing jobs this reviewer has witnessed in years. It provides the picture with a strong, newsreel-type opening, covering some major 1953 prison breaks, and proceeds directly into the mealtime procedure in cell block 11, the prison's punishment section, where the riot is to break out that night and continues to the picture's end. It switches emphasis steadily from inmates to keepers and back again, with the problems confronting each clearly drawn, as demands and replies follow in mounting tension. It holds attention on the over-all struggle, rather than on any single individual's case, and ties all of the story strands together in a firm knot at the finish. The picture, in whole, is strong, clean, coherent melodrama, suitable for all types of theatres and audiences.

"Highway Dragnet"

(Allied Artists)

THE marquee of the theatre playing "Highway Dragnet" will do more to sell the film than any other single factor. Filled to overflowing with such names as Joan Bennett, Wanda Hendrix, Richard Conte, Reed Hadley, Mary Beth Hughes, Frank Jenks and Iris Adrian, the film should do well despite implausibility sprinkled throughout its 71 minutes of running time.

A tale of crime and punishment, the locale is Las Vegas, with some exciting pursuits across the desert to Barstow, Cal., and beyond to the Salton Sea. The script, by Herb Meadow and Jerome Odlum, from a story by U. S. Anderson and Roger Corman, with additional dialogue by Tom Hubbard and Fred Eggers, has Conte charged with killing a woman in Las Vegas and escaping in a police car to the desert, where he hitch-hikes a ride with the Misses Bennett and Hendrix, professional photographer and model, whose captor he becomes by force of a set of circumstances that gets thoroughly snarled before it is revealed that Miss Bennett really did the killing.

Jack Jungmeyer, Jr., produced, under executive producer William F. Broidy, and with A. Robert Nunes and Roger Corman as co-producers. Direction is by Nathan Juran. Others in the cast include Harry Harvey, Tom Hubbard, House Peters, Joseph Crehan and Bill Hale.

Running time, 71 minutes. General classification. January release.

House Group

(*Continued from page* 1)

been excellent," the report states. "Further, it can be stated on considerable authority that perhaps no major industry in the world today employs fewer members of the communist party than does the motion picture industry."

The report singled out for praise the work of the Motion Picture Alliance for the Preservation of American Ideals. It said that organizations such as this have encouraged former party members to testify, and thus have helped the committee's work.

The committee listed various film industry witnesses whose testimony, it said, had especially helped the committee. The list included Larry Parks, Lucille Ball, Lee J. Cobb, Harold A. Hecht and David Lang. It also carried a 26-page list of persons identified as party members in the Los Angeles area. Robert Rossen was praised for testimony he gave the committee in New York City.

'Scope Lens Production

Since Bausch & Lomb converted to production of anamorphic lenses last May, the company has turned out 3,610 CinemaScope projection lenses and 227 camera lenses to date, 20th Century-Fox reports.

Overseas Tax

(*Continued from page* 1)

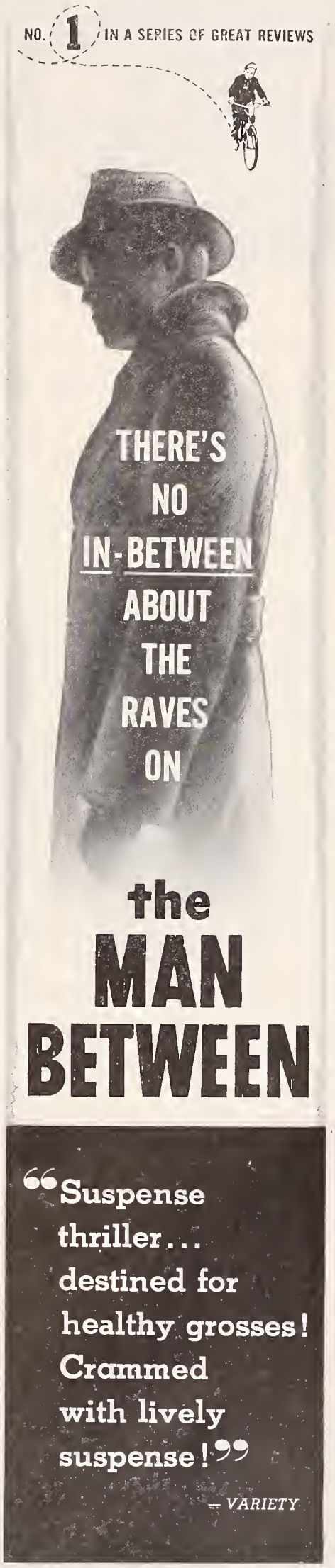
activities at a rate 14 percentage points lower than the going U. S. corporate rate. However, the committee said, the income would have to come from branches or subsidiaries actually carrying on a business in the foreign countries, and not merely from export business.

The committee put a similar restriction on another change—to permit firms to delay U. S. income taxes on income earned by overseas branches until the money is actually remitted to the U. S. Some film companies had been seeking this change for some time, but apparently they will be denied the benefit of this one, too.

The committee voted to do away with one limitation on the availability of the foreign tax credit. At present, there are two limitations—an overall, and a country-by-country one. The committee said the country-by-country limit should be retained and the over-all limit dropped.

Philatelists Meet Feb. 24

The Cinema Stamp Collectors at their next meeting Feb. 24, will be addressed by E. Robert Singer of Mueller & Singer, Inc. Non-members are invited to this open meeting, to be held at the Hotel Astor here.





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Board Meet

Marcus Named Allied States' New President

Further Study of Stock Acquisition Plan Voted

CINCINNATI, Feb. 8.—Ben Marcus of Milwaukee, who has been treasurer of national Allied States Association, was elected president of Allied at the two-day meeting of the board of directors which closed here on Saturday.



Ben Marcus

Marcus succeeds Wilbur Snaper, who was president of Allied for the past two years. Other officers elected were: Rube Shor, of West Virginia Allied, treasurer; Leon Back of Baltimore, secretary, and Stanley

(*Continued on page* 10)

Bovim Heads Unit of Midwestern Loew's

Russ Bovim, manager of Loew's State Theatre, St. Louis, has been named division manager for a group of Midwestern Loew's Theatres, it was announced here yesterday by John Murphy, general manager of Loew's out-of-town theatres.

Bovim, whose division will comprise St. Louis, Kansas City, Memphis, New Orleans and Houston, fills the vacancy caused by the death of Mike Cullen two weeks ago.

Frank Henson, manager of Loew's, Akron, will become city manager for

(*Continued on page* 10)

Schneiderman Head Of UA Japan Branch

Milton M. Schneiderman has been named by Arnold M. Picker, United Artists vice-president in charge of foreign distribution, to the post of managing director for UA in Japan. Schneiderman will succeed Robert M. Lury, whose resignation will become effective Feb. 28. Schneiderman will leave here by plane on Sunday for Toyko to assume his new duties.

During the past 18 months, Schnei-

(*Continued on page* 10)

High Court Vetoes Partmar-Paramount Case Continuance

WASHINGTON, Feb. 8.—The Supreme Court ruled today that Partmar Corp. had no right to a further trial of its damage claims against Paramount.

By a 5 to 2 vote, the Justices ruled that the Los Angeles District Court and the Ninth Circuit Court were right in ruling that the District Court's refusal to permit Paramount to evict Partmar from the Partmar Theatre in Los Angeles also blocked Partmar from collecting on counterclaims against Paramount. Partmar, a Fanchon and Marco subsidiary, had sought damages on the ground that it had paid excessive rentals in leasing the theatre and buying films from Paramount.

Chief Justice Warren, writing his first dissent since joining the court, said he felt Partmar had

(*Continued on page* 10)

Nackimson Upped to RKO Toronto Post

Meyer Nackimson, branch manager for RKO Radio Pictures in Winnipeg, has been promoted to branch manager in Toronto, it was disclosed here yesterday by Charles Boasberg, RKO Radio general sales manager.

Barry Myers, Winnipeg salesman, will fill the post vacated by Nackimson, who replaces Jack Labow, named Canadian district manager last week. The new Toronto branch manager joined RKO in 1934 as a booker in Winnipeg. He was subsequently made sales manager, becoming Winnipeg branch manager in 1946. Myers joined RKO as a booker in 1945, being promoted to salesman in 1949.

Willing to Buy All

HUGHES PLAN TIPS RKO STOCK HIGH

Arbitration Ignored By Allied's Board

CINCINNATI, Feb. 8.—Industry arbitration was not discussed at the two-day winter board meeting of Allied States, which was concluded here on Saturday.

Abram F. Myers, Allied chairman and general counsel, said arbitration was not on the agenda for the meeting and none of the directors sought to bring up for discussion the plan being advanced by Theatre Owners of America with distributor cooperation, which calls for making arbitration available to all exhibitors who wish to make use of it.

'Wicked Woman' Is Banned in Memphis

MEMPHIS, Feb. 8.—The Memphis and Shelby County Board of Censors has banned "Wicked Woman," a United Artists release, which had been scheduled to open at Loew's State here.

The release will show at the Sunset Drive-in, West Memphis, Ark., beginning Friday, Robert Kilgore, manager, said.

Lloyd T. Binford, chairman of the Memphis censor board, said it was

(*Continued on page* 4)

$23,489,478 Cash Offer For Assets of Company Sends Shares Upward

Howard Hughes' offer to buy all the assets of RKO Pictures for $23,489,478 brought a swift reaction on the New York Stock Exchange yesterday, with the stock rising to $5.38 by noon after a morning of confusion, resulting from the surprise offer of the RKO Pictures board chairman. The stock closed last Friday at $2.87.



Howard Hughes

Hughes' offer is equivalent to paying every RKO Pictures Co. stockholder except himself $6 per share for his stock, if the project is accepted by the board of directors of the company and approved by the stockholders.

Hughes, who has been the largest

(*Continued on page* 4)

Asks High Court to Rule on Duffy Case

WASHINGTON, Feb. 8.—Duffy Theatres, Inc., today asked the Supreme Court to overturn a Circuit Court of Appeals decision throwing out its treble-damage suit against Griffith Consolidated Theatres, Inc.

Duffy owned the only two theatres in Mangum, Okla., in the mid-1930's. It claimed that Griffith came into the town, tried to buy out the two Duffy

(*Continued on page* 4)

Crescent Absolved In Damage Suits

COLUMBIA, Tenn., Feb. 8.—The Crescent Amusement Co. was absolved of negligence in 14 of 17 damage suits based on a fire in the Princess Theatre here on Nov. 27, 1949. Three suits were not disposed of because of technicalities.

Insurance companies had sought to collect a total of $189,350 for damage to properties from the fire which began in the theatre and spread to the Bethel Hotel.

9-City Gross Climbs

$8,500,000 for Cinerama on Eve of St. Louis Opening

"This Is Cinerama," showing remarkable staying power in its nine-city engagement, has grossed an estimated $8,500,000 on the eve of its tenth city opening at the Ambassador Theatre, St. Louis, tomorrow.

The Palace Theatre, Chicago, became the fourth Cinerama theatre to hit the $1,000,000 gross mark at the weekend, joining the "golden circle" theatres in New York, Detroit and Los Angeles. The $1,000,000 mark was registered in Chicago after a seven-month run. There are no indications in New York, Detroit, Los Angeles and Chicago that the drawing power of the initial Cinerama production is slackening off to any degree.

Field reports indicate that except for an occasional lull due to bad weather, Cinerama's draw bounces back with remarkable speed, according to a spokesman for Stanley Warner, the circuit which owns exclusive

(*Continued on page* 4)

Personal Mention

ROBERT S. BENJAMIN, chairman of the board of United Artists, will return to New York today from the Coast.

•

MRS. WILLIAM BANGER, JR., the former JANET RUTSTEIN, story analyst for M-G-M and daughter of Radio City Music Hall's ESTHER KLAR RUTSTEIN, is the mother of a son, ANDREW CHARLES, born at Mt. Sinai Hospital.

•

IRVING HILLMAN, manager of the Sherman Theatre, New Haven, has been named top man in the managers exploitation competition conducted in the Stanley Warner Theatres New England zone last November.

•

ARTHUR F. DRISCOLL, of O'Brien, Driscoll and Raftery, film attorneys, will sail from New York today on the "Flandre" for a 34-day cruise to the West Indies, Portugal and Africa.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, and KENNETH CLARK, MPAA vice-president, are due here from Washington today.

•

WILLIAM BROWN, formerly manager of the Stanley Warner Palace Theatre, Norwalk, Conn., has been named city manager for the circuit in Manchester, Conn.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are en route to the West Coast from Chicago.

•

ROBERT S. WOLFF, managing director of RKO Pictures, Ltd., of London, arrived in New York from Southampton yeesterday aboard the "Queen Mary."

•

DAVE KAUFMAN, of the Loew's Poli-New England Theatre art department, New Haven, has returned there from a vacation in Northern New England.

•

PAUL KESSLER, manager of the Suffolk Theatre, Holyoke, Mass., has been named manager of the Medford Glen Drive-In, Medford, Mass.

•

MAURICE SEGAL, publicist with Norton & Condon, is the father of a daughter born to MRS. SEGAL at Kew Gardens General Hospital.

•

FOSTER M. BLAKE, Western sales manager of Universal-International, returned here at the weekend from Des Moines.

•

ALFRED STARR, of Bijou Amusements Co., Nashville, has been elected president of the Nashville Children's Museum.

•

JEAN NEGULESCO, director, arrived in New York at the weekend from the Coast.

•

ED FINNEY, producer, is in New York from Hollywood.

'Adults Only' at 'M' Called Inconsistent

COLUMBUS, Feb. 8.—Ohio theatres advertising "for adults only" at showings of "M" were declared "inconsistent" in an editorial in the "Catholic Times."

Charging that "the very people who fought for the wrong thing, i.e., the passing of this film for unrestricted viewing" are now "limiting the rights of a certain number of potential viewers," the editorial stated that the theatres are using such an action as a "sly way of increasing box office receipts."

That the men "who fought the right of the state on moral grounds to censor motion pictures should turn around and do the very thing they fought against is an indication of the sincerity of their purpose and the worth of their arguments," the paper said.

N. Y. Catholic Paper Hits High Court Decision

Auxiliary Bishop Joseph F. Flannelly, administrator of St. Patrick's Cathedral here, stated on Sunday that the decision of the United States Supreme Court on censorship could bring "a filthy avalanche upon this nation."

Bishop Flannelly charged in a letter to parishioners published in the monthly, "The Cathedral Bulletin," that the Supreme Court had not given a legal opinion for the court order reversing the two state decisions, and that the press had concluded that such terms as 'immoral' and incitement to crime are not definite as standards for judging the morality of a film.

Manheimer, Pioneer N. Y. Exhibitor, Dies

Funeral services were held in Brooklyn yesterday for John Manheimer, pioneer New York exhibitor, who died Saturday at the age of 75.

Manheimer was the past executive director of the Independent Theatre Owners Association. He originally owned the Linden Theatre in Brooklyn, which became the initial house of the present Century Circuit. He also owned the Park Theatre and had an interest in the Albermarle, both in Brooklyn.

Survivors are two sons, Seymour and Arthur. The latter is National Screen Service's manager in Chicago.

Silverstone to London

Murray Silverstone, president of 20th Century-Fox's International Corp., left here for London yesterday to join president Spyros P. Skouras at tomorrow's meeting with the Cinematograph Exhibitors Association there. Silverstone was accompanied by Earl I. Sponable, 20th-Fox research director.

Harry Williams, 58

NASHVILLE, Feb. 8.—Harry W. (Puddy) Williams, 58, projectionist at Loew's here since 1916, except for a brief period during World War I, died after a heart attack. He was a former president of the operators' local here.

Mrs. Balaban's Gift To Mrs. Eisenhower

WASHINGTON, Feb. 8.—An original letter written by Mary Todd Lincoln to Queen Victoria was presented to Mrs. Eisenhower yesterday by Mrs. Barney Balaban, wife of the president of Paramount Pictures.

The presentation took place at the White House, after the Eisenhowers and the Balabans returned there from the New York Avenue Presbyterian Church, where they had shared the historic pew in which President Lincoln had worshiped. The rare letter was written by Mrs. Lincoln to express thanks for a note of sympathy written by the Queen following the assassination of President Lincoln.

20th Asks Dismissal Of RKO Countersuit

Twentieth Century-Fox and other defendants in the $41,250,000 countersuit filed by RKO Theatres asked for dismissal of the action in Federal District court here yesterday.

In addition to the dismissal plea, the defendants in the suit, which grew out of the $89,690,000 action brought by Skouras Theatres, also asked for separate trials. RKO Theatres filed a counterclaim after it was named, among others, in the Skouras action which charged that Loew's and RKO circuits here were given favored treatment in violation of the anti-trust laws. All distributors except 20th-Fox were listed as defendants in the Skouras Theatres complaint.

Consolidation Asked

Meanwhile, in another development, the defendants in the Skouras action have asked the court to consolidate the $89,690,000 suit with the $14,000,000 treble-damage suit brought against the majors by a Skouras Theatres' subsidiary corporation.

In seeking dismissal, 20th-Fox told the court that RKO Theatres had released it from all claims of damages in an agreement of June, 1951, between the two parties and Skouras Theatres. In addition, 20th-Fox sought to disallow all claims of damages prior to 1947 on the grounds that such damages are ruled out by state and Federal statutes. The added defendants joining with 20th-Fox in the move include Skouras Theatres subsidiary companies such as Broadway and 96th Street Realty Co. and Riverside Theatre Corp.

So. Carolina Seeks New Theatre Tax

COLUMBIA, S. C., Feb. 8.—The ways and means committee of the lower branch of the South Carolina legislature has asked the state tax commission to work out a graduated tax on theatres based on annual gross receipts.

The tax at present is based on the number of seats, with the rate being graduated according to city population.

'Hondo' Grosses $300,000 in Chi. Subsequent Runs

CHICAGO, Feb. 8.—The box office spotlight was stolen here last week by "Hondo," Warner's 3-D release which grossed over $300,000 in 34 neighborhood and suburban situations in its first outlying runs. The gross approximates the total turned in by "The Robe" in its first subsequent run at 28 theatres here.

Top draws in the Loop among first run pictures are "Money from Home," between $28,000 and $30,000 in its first week at the RKO Grand; "This Is Cinerama," again over $41,000 during its 28th week at the Palace, and "Knights of the Round Table," which drew $37,000 in its fourth week at the State Lake.

'Rifles,' 'Desert' Strong

Other good grossers are "King of the Khyber Rifles" with $27,000 in its second week at the Oriental; "Living Desert," $9,000 in its seventh week at the 600-seat Loop; and "Little Fugitive," now ending its run at the World Playhouse, which drew $3,800 for its sixth week.

Scheduled to move out of the Loop soon are "The Eddie Cantor Story," down to $22,000 in its second week at McVickers; "Miss Sadie Thompson," which barely topped $30,000 in its third and last week at the Chicago, and "Beneath the Twelve Mile Reef," which drew $16,000 in its fourth week at the Essaness Woods.

"Julius Caesar," playing on a two-a-day reserved seat basis at the Selwyn, is down to $12,000 for its seventh week. "French Line," passed last week by the Chicago police censor board, will be shown at the Essaness after "Hell and High Water." Also scheduled to open here soon are "It Should Happen to You," "The Command" and "The Glenn Miller Story."

George Pancake Dies

COLUMBUS, O., Feb. 8.—George I. Pancake, 58, former operator of the Knickerbocker Theatre here, died of a heart ailment at the Dayton Veterans' Hospital.

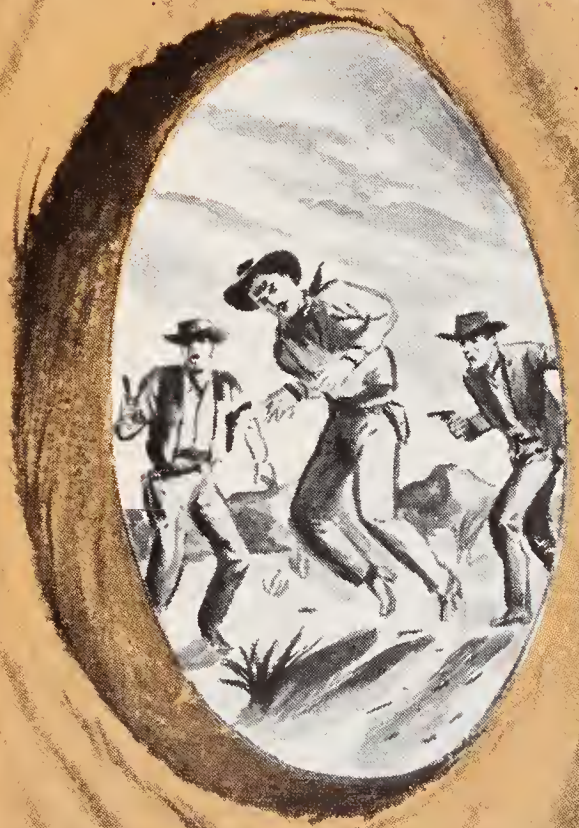
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in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION

BURT LANCASTER As "HIS MAJESTY O'KEEFE" COLOR by TECHNICOLOR
PARAMOUNT
TIMES SQUARE

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TALK ABOUT SATURATION BOOKINGS!..



HOW ABOUT THIS ON . . . . . .

Columbia's

"JESSE JAMES VS. THE DALTONS"

New Spirit in U. S. Industry, Executives Report After Visits

By PETER BURNUP

LONDON, Feb. 8.—James E. Perkins, Paramount's managing director here, and C. J. Latta, A.BP.C.'s managing director, returned from visits to the United States filled with infectious enthusiasm over the improvement in industry conditions and outlook there.

"Business over there is definitely on the up-grade but what is most encouraging is the enthusiastic approach to the future and the long-term planning that is being done," Perkins said.

He added that his company, all of whose recent productions have been filmed on a picture composition of 1.66-to-1, in future will adopt the wider ratio of 1.85-to-1. He said also that Paramount is introducing a stereophonic sound system under which distributed sound can be projected on a single track.

Seeks Greater Flexibility

"We believe that the old ratio is dead," he said. "We are adopting the even wider ratio with a standard composition of 1.85-to-1.

"This will allow still greater flexibility so that the picture can be presented in dimensions between 1.66-to-1 and 2-to-1 or over. But they will not suit the old 4-by-3 screen, because Paramount believes that theatres universally will be going over to wider standards."

Perkins described Paramount's double frame system employing a technique in which the negative travels laterally through the camera and in which two conventional 35-mm. frames are used as one. This is then reduced to the standard 35mm. film for the release prints. The Paramount chief suggested that the technique not only assists composition but means also that when the positive is optically reduced for the projection print, the grain on the negative virtually disappears, giving a much finer photo graphic result.

Will Suit All Theatres

He confirmed that all Paramount pictures on this system would have an optical single stereophonic sound track so that release prints will suit theatres with existing sound equipment as well as those fitted with stereophonic channels.

"M-G-M is using a similar principle," Perkins added, "but I do not know yet whether ours and theirs are compatible."

Latta, the other returning American, was as emphatic and enthusiastic as Perkins.

Latta declared that the upgrade mood was to be discerned in every section of the industry in America; producers, distributors, exhibitors.

Television, he claimed, has found its level in the U. S. "It's no longer the bogey it was," he said. "People there have got over the initial panic stage of TV-itis."

WB Not Selling, He Says

Latta gave an emphatic denial to rumors that Warner Brothers contemplate disposing of their considerable holdings in A.B.P.C.

He quoted Sam Schneider, Warners' vice-president, as saying: "Warners are very proud of their interests in A.B.P.C. They are definitely not for sale."

Hughes Offer for RKO Assets

(*Continued from page* 1)

stockholder of RKO Pictures since 1948, said that he decided on the figure of $6 because "I would like to feel that I have given all stockholders of RKO Pictures Corp. an opportunity to receive for their stock an amount in excess of its market value at the time when I first became connected with the company, or at any time since."

Officers and directors of RKO Pictures could not be reached here for comment yesterday. President James R. Grainger is on the Coast, while J. Miller Walker, vice-president and general counsel, was in Georgia recuperating from an illness.

Deadline Is Monday

According to the terms of the Hughes offer, the plan must be accepted by the board of directors not later than 6:00 P.M. next Monday and approved by a majority of stockholders other than himself at a meeting convened not later than March 30 and adjourning not later than 6:00 P.M. March 31. The assets would then have to be transferred to him from the corporation not later than 10:00 A.M. April 2.

In making the offer to give every stockholder a pro rata portion of the $23,489,478, Hughes pointed out that he had been sued by certain stockholders and accused of responsibility for losses of the corporation. He also pointed out that there have been expressions of dissatisfaction among the stockholders and his offer to purchase all the assets of the company furnishes "an opportunity" to stockholders to get more for their stock than the market value.

Now Owns 1,262,120 Shares

Hughes, who now owns 1,262,120 shares of the 3,914,913 shares outstanding, said he would vote all of his stock in favor of a resolution to accomplish the following: "RKO Pictures will, in reduction of its capital, pay $6 in cash per share for all shares . . . tendered for redemption during the 60-day period following the adoption of this resolution, or during such longer period as may be considered desirable by the company's attorneys."

Two minority suits, one in Nevada and the other in New York, have accused Hughes of "mismanagement," charging that huge losses have been suffered by the company under his leadership. RKO Pictures reported a net loss of $10,178,003 in 1952 and a deficit of $3,739,113 for the nine months ended Oct. 3, 1953.

Tax Ruling Reported Factor

Speculation in trade quarters yesterday was plentiful on what may have motivated the Hughes' offer besides the announced reasons. Some quarters attributed the offer to provisions in the tax laws under which a company that loses money in one year can use that loss to reduce its taxable income in any of the five succeeding years, thus allowing a money-losing concern, if merged with a money-making concern such as the Hughes Tool Co., to be used to offset the profits of the latter.

The unpredictable Hughes in offering to purchase all of the RKO Pictures' assets takes a position almost directly the reverse of the one he occupied little more than a year ago when he sold his controlling stock interest in the company to the Ralph Stolkin-A. L. Koolish syndicate.

Made Million-Dollar Profit

Hughes made $1,000,000 profit on that deal after the purchasing group met reverses and decided not to complete their payments to Hughes. He also recovered his stock in the company and added to it recently when he exchanged shares in RKO Theatres for picture company shares held by Albert List, when the latter acquired voting control of the theatre company.

Following the opening of the New York Stock Exchange yesterday, it took until noon before a quotation was established, with the first sale reportedly a block of 200,000 shares at $5.38. Following that, trading was very active with a total of 487,200 shares being traded. The closing price quotation was $5.125, representing a rise of $2.25 during the course of the day.

Cinerama

(*Continued from page* 1)

exhibition and production rights for the process. The other cities in which Cinerama is playing are Philadelphia, Boston, Pittsburgh and San Francisco.

By Jan. 1, the nine-city estimated gross for Cinerama was put at $6,500,000. Since that time another $2,000,000 was said to have been added. Cinerama was unveiled for the first time in New York on Sept. 30, 1952.

Slated to attend tomorrow's premiere in St. Louis are Sam Rosen, executive vice-president of S-W, Harry Kalmine, vice-president and general manager; Nathan Lapkin, vice-president; Harry Goldberg, advertising and publicity director, and Arthur Rosen, an assistant to Lapkin.

Start 'Cinerama Holiday'

"Cinerama Holiday'" is the new title for the Cinerama production which Louis de Rochemont is now shooting in the United States and Continental Europe. The title has been chosen by Stanley Warner Corp. to replace the original "Thrill of Your Life." One production crew now is on location in Arizona, while de Rochemont and another group are en route to Switzerland, where an episode will be shot at St. Moritz.

Duffy Case

(*Continued from page* 1)

theatres, and failing that, set up its own theatre in Mangum. Due to master contracts that Griffith had with the distributors, the Duffy theatres were no longer able to get films, the appeal said.

Finally, in April, 1938, "faced with certain ruin," Pat Duffy was forced to sell his two theatres to Griffith, the court was told. Duffy signed a statement releasing all claims against Griffith and also agreed not to operate any other theatres in the locality.

In June, 1951, Duffy Theatres filed a damage suit against Griffith, but the District Court and the Tenth Circuit Court of Appeals said the sale was a release of all claims against Griffith and threw out the Duffy suit. The appeal to the Supreme Court followed.

Hecht-Lancaster, UA Sign Two-Year Pact; Seven Films Slated

Burt Lancaster and Harold Hecht, for Hecht-Lancaster Productions, have concluded with United Artists a two-year production-distribution contract under which a minimum of seven Hecht-Lancaster films, with an overall production cost of approximately $12,000,000 will be released by UA.

The agreement was reached in Los Angeles over the weekend, culminating a series of conferences attended by Arthur B. Krim, president of UA; Robert S. Benjamin, chairman of the board, and Robert F. Blumofe, vice-president in charge of West Coast operations.

One Film Completed

The seven films on the 1954-1955 Hecht-Lancaster schedule for United Artists are:

"Bronco Apache," western with color in Technicolor, starring Lancaster and Jean Peters, which is completed and being readied for release; "Vera Cruz," with color in Technicolor, co-starring Gary Cooper and Lancaster, which is set to go into production on location in Mexico next month; "The Way West," film version of A. B. Guthrie Jr.'s Pulitzer Prize-winning novel, in which Lancaster will share stellar billing with five others, and "The Gabriel Horn," a story of the pioneering West.

Also "Trapeze," starring Lancaster in the film version of Max Catto's novel; "Marty," the television prize play which its author, Paddy Chayevsky, is fashioning into a motion picture, and "Operation Heartbreak," based on Alfred Duff Cooper's adventure novel, to be filmed abroad in association with Sir Michael Balcon and the J. Arthur Rank Organization.

In addition, the contract provides that other properties may be included.

Memphis Ban

(*Continued from page* 1)

a "borderline" picture, and the three women members of the board wanted to ban it and "I went along with them."

Avery Blakeney, attorney, the other male member of the board, did not attend the screening. Blakeney has not attended a screening since it was revealed that he and Binford were not in harmony on censoring pictures.

Kessler in OSU Film Post

COLUMBUS, O., Feb. 8.—Walter Kessler, manager of Loew's Ohio, has been named motion picture consultant to the Ohio State University Theatre Collection, by Dr. John H. McDowell, director of the theatre division of Ohio State's speech department. In this capacity, Kessler will assist in locating and acquiring motion picture stills and documentary material to add to the collection.

'Riot' Runs 80 Mins.

The running time of Walter Wanger's Allied Artists production, "Riot in Cell Block II," was inadvertently omitted from the review of the film in yesterday's Motion Picture Daily. The running time is 80 minutes. The film was classified as suitable for general audiences.

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Cooleemee, Cooleemee, N. C.
Family Drive In, Kenly, N. C.
Ocean Park Dr. In, Morehead City, N.C.
Salisbury Drive In, Salisbury, N. C.
Smoky Mt. Dr. In, Waynesville, N. C.
Flamingo Dr. In, Winston-Salem, N. C.
State, Mooresville, N. C.
Skytop Drive In, Roseboro, N. C.
Colony, Wilmington, N. C.
Broadway, Myrtle Beach, S. C.
Lester, Cherryville, N. C.
Center, Maiden, N. C.
Rose Hill, Rose Hill, N. C.
Carolina, Durham, N. C.
Nash, Nashville, N. C.
Grove, Newton Grove, N. C.
Warren, Warrenton, N. C.
Roxy, Swannanoa, N. C.
Carolina, Anderson, S. C.
Griffin, Forest City, N. C.
National, Greensboro, N. C.
Imperial, Roanoke Rapids, N. C.
Appalachian, Boone, N. C.
Colonial, Canton, N. C.
Lyric, Elkin, N. C.
Dixie, Scotland Neck, N. C.
State, Statesville, N. C.
Park, W. Jefferson, N. C.
Allen, N. Wilkesboro, N. C.
Carolina, Florence, S. C.
Pageland, Pageland, S. C.
Gatesville, Gatesville, N. C.
Columbia, Columbia, N. C.
State, Hertford, N. C.
Gaiety, Elizabeth City, N. C.
Pioneer, Manteo, N. C.
Iva, Iva, S. C.
Erskine, Due West, S. C.
Center, Greenville, S. C.
Hamrick, Gaffney, S. C.
Breeze, Beaufort, S. C.
Latta, Latta, S. C.
Lamar, Lamar, S. C.
Chesterfield, Chesterfield, S. C.
Cheraw, Cheraw, S. C.
Midway, Midway Park, N. C.
Paramount, Burlington, N. C.
Carolina, Hendersonville, N. C.
State, Raleigh, N. C.
Varsity, Chapel Hill, N. C.
Taylors, Edenton, N. C.
Center, Elizabeth City, N. C.
Center, Rocky Mount, N. C.
Century, Lincolnton, N. C.
Liberty, Darlington, S. C.
Bailey, Bailey, N. C.
Patricia, Aiken, S. C.
Greer, Greer, S. C.
Dunn, Dunn, N. C.
State, Jacksonville, N. C.
Paramount, Farmville, N. C.

Sunrise, Southern Pines, N. C.
Gibson, Laurinburg, N. C.
Danca, Wallace, N. C.
Berry, Hartsville, S. C.
Parr, Lancaster, S. C.
Wayne, Goldsboro, N. C.
Center, Monroe, N. C.
City, Morehead City, N. C.
Palace, Windsor, N. C.
Princess, Mocksville, N. C.
Tryon, Tryon, N. C.
Ansonia, Wadesboro, N. C.
Duplin, Warsaw, N. C.
Gaston, Mount Holly, N. C.
Rand, Randleman, N. C.
Victory, Cramerton, N. C.
Center, Mount Olive, N. C.
Elm, Bladenboro, N. C.
Carolina, Oxford, N. C.
Hollywood, Woodruff, S. C.
Hope, Hope Mills, N. C.
Patovi, Madison, N. C.
Stanly, Albemarle, N. C.
Main, Granite Falls, N. C.
Falls, Great Falls, S. C.
Beaufort, Beaufort, N. C.
Powell, Chester, N. C.
Joyce, Spring Hope, N. C.
Sylvan, Rutherfordton, N. C.
Myers, Colerain, N. C.
Ritz, Tabor City, N. C.
Central, Central, S. C.
Fuquay, Fuquay Springs, N. C.
Curtis, Liberty, S. C.
Wendell, Wendell, N. C.
Star, Beaulaville, N. C.
Center, Kershaw, S. C.
Paramount, High Point, N. C.
Anchor, Denton, N. C.
William Penn, Carthage, N. C.
Hollywood, McCormick, S. C.
Star, Fremont, N. C.
Jean, Seaboard, N. C.
Granville, Creedmore, N. C.
Wells, Newberry, S. C.
Justice, Kernersville, N. C.
State, Shelby, N. C.
Palmetto, Hampton, S. C.
Kenly, Kenly, N. C.
Colonial, Valdese, N. C.
Mimosa, Morganton, N. C.
Newton, Newton, N. C.
Co-Ed, Brevard, N. C.
Center, Concord, N. C.
Carolina, Hendersonville, N. C.
Imperial, Asheville, N. C.
Paramount, Burlington, N. C.
Carolina, Columbia, S. C.
State, Greenwood, S. C.
Center, Hickory, N. C.
Center, Lenoir, N. C.

Louisburg, Louisburg, N. C.
Sumter, Sumter, S. C.
Carolina, Winston-Salem, N. C.
Garden, Charleston, S. C.
Carolina, Fayetteville N. C.
Kehoe, Newbern, N. C.
Center, Wilson, N. C.
Center, Salisbury, N. C.
Wilrik, Sanford, N. C.
Austin, Clinton, N. C.
Joy, Kings Mountain, N. C.
Park, Waynesville, N. C.
Joy, Belton, S. C.
Carolina, Asheboro, N. C.
Pitt, Greenville, N. C.
Pal, Fairfax, S. C.
Center, Mount Airy, N. C.
Palmetto, Spartanburg, S. C.
Cook, Walterboro, S. C.
Carolina, Lexington, N. C.
Seats, Yadkinville, N. C.
Allen, N. Wilkesboro, N. C.
Palace, Roxboro, N. C.
Strand, Georgetown, S. C.
Community, Ware Shoals, S. C.
Marlboro, Clio, S. C.
Viccar, Williamstown, N. C.
State, Loris, S. C.
Piedmont, Piedmont, S. C.
Williamston, Williamston, S. C.
Pelzer, Pelzer, S. C.
Aynor, Aynor, S. C.
Boonville, Boonville, N. C.
Delco, Delco, N. C.
Anne, Estill, S. C.
Gem, Hillsboro, N. C.
Civic, Landrum, S. C.
Caswell, Yanceyville, N. C.
Capitol, Snow Hill, N. C.
Plymouth, Plymouth, N. C.
Angier, Angier, N. C.
Levon, Aulander, N. C.
Webb, Gastonia, N. C.
Conway, Conway, S. C.
Hamlet, Hamlet, N. C.
Rainbow, Marion, S. C.
Victory, Wagner, S. C.
Henn, Murphy, N. C.
New, Holly Hill, S. C.
Pix, Rock Hill, S. C.
Bethel, Bethel, N. C.
Trio, Robersonville, N. C.
Reita, Washington, N. C.
Colonial, Tarboro, N. C.
Oaks, Four Oaks, N. C.
Diana, Fountain, N. C.
Gay, Gibsonville, N. C.
Carolina, McColl, S. C.
Strand, Rockingham, N. C.
Raleigh Rd. Dr. In, Fayetteville, N. C.
Sweetwater Drive In, Barnwell, S. C.

COLUMBIA PICTURES presents

"JESSE JAMES VS. THE DALTONS"

starring
Brett Barbara
KING · LAWRENCE

Screen Play by ROBERT E. KENT
Produced by SAM KATZMAN
Directed by WILLIAM CASTLE

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Dec. 27		(Dec. Releases) KILLER APE Johnny Weissmuller Carol Thurston D—68 min. (Rev. 12/3/53) (3-D) THE NEBRASKAN (Color) Phil Carey Roberta Haynes WD—68 min. (Rev. 11/17/53)	WHITE FIRE Scott Brady Mary Castle D—(5317)	GIVA A GIRL A BREAK (Color) Marge and Gower Champion Debbie Reynolds MD—82 min. (Rev. 12/1/53)	(Dec. Releases) HERE CDME THE GIRLS (Color) Bob Hope Arlene Dahl Rosemary Clooney Tony Martin MC—78 min. (Rev. 10/20/53)	TRENT'S LAST CASE Michael Wilding Margaret Lockwood Orsen Welles D—90 min. (Rev. 10/26/53)		(Dec. Releases) BENEATH THE 12-MILE REEF (CinemaScope-Color) Robert Wagner Terry Moore Gilbert Roland D—102 min. (Rev. 12/16/53) MAN CRAZY Neville Brand Christine White Irene Anders D—79 min. (Rev. 12/21/53) MAN IN THE ATTIC Jack Palance Constance Smith Byron Palmer D—82 min. (Rev. 12/30/53)	(London Films) GILBERT AND SULLIVAN (Color) Robert Morley Maurice Evans D—105 min. (Rev. 10/30/53)	(Dec. Releases) WALKING MY BABY BACK HDME (Color) Donald O'Connor Janet Leigh MD—78 min. (Rev. 11/12/53) THE GLENN MILLER STDRY (Color) James Stewart June Allyson D—116 min. (Rev. 1/6/54)	(3-D) HDNDD (Color) John Wayne Geraldine Page WD—83 min. (Rev. 11/25/53)
Jan. 3			HDLLYWDDD THRILL-MAKERS James Gleason D—(5321)	KNIGHTS DF THE RDUND TABLE (CinemaScope—Color) Robert Taylor Ava Gardner Mel Ferrer D—116 min. (Rev. 12/23/53)							HIS MAJESTY O'KEEFE (Color) Burt Lancaster Joan Rice D—88 min. (Rev. 12/31/53)
Jan. 10	THE GDLDEN IDDL Johnny Sheffield Anne Kimball D	(Jan. Releases) BAD FDR EACH OTHER Charlton Heston Lizabeth Scott D—83 min. EL ALAMEIN Scott Brady Edward Ashley Robin Hughes D—67 min. (Rev. 12/15/53) SINGIN' IN THE CDRN (Reprint) Judy Canova Allen Jenkins C—64 min. PARATRDDPER (Color) Alan Ladd Leo Genn Susan Stephen D—87 min. (Rev. 12/22/53) (3-D) DRUMS DF TAHITI (Color) Dennis D'Keefe Patricia Medina D—73 min. (Rev. 12/24/53)	BLACK GLDVE Alex Nicol D—(5305)	THE GREAT DIAMOND ROBBERY Red Skelton Cara Williams D—69 min. (Rev. 12/3/53) SAADIA (Color) Cornel Wilde Mel Ferrer Rita Gam D—82 min. (Rev. 1/8/54)	(Jan. Releases) JIVARD (Color) Fernando Lamas Rhonda Fleming D—91 min. (Rev. 1/20/54) (3-D) CEASE FIRE (Stereophonic Sound) Filmed on Fighting Front in Korea D—75 min. (Rev. 11/23/53) FDREVER FEMALE Ginger Rogers William Holden Paul Douglas Pat Crowley D—93 min.	SEA OF LOST SHIPS John Derek Wanda Hendrix D—85 min. (Rev. 10/26/53) PHANTOM STALLIDN Rex Allen W—54 min. CRAZYLEGS Elroy "Crazylegs" Hirsch Lloyd Nolan D—88 min. (Rev. 10/23/53)	KILLERS FRDM SPACE Peter Graves Barbara Bestar D—71 min. (3-D) FRENCH LINE (Color) Jane Russell Gilbert Roland Arthur Hunnicutt MC—102 min. (Rev. 12/30/53) SHE CDULDN'T SAY NO Robert Mitchum Jean Simmons Arthur Hunnicutt C—89 min. (Rev. 1/18/54) RDB ROY, THE HIGHLAND RDGUE (Color) Richard Todd Glynis Johns D—85 min. (Rev. 11/25/53) (3-D) DANGERDUS MISSIDN (Color) Victor Mature Piper Laurie Vincent Price D—75 min.	(Jan. Releases) KING DF THE KHYBER RIFLES (CinemaScope—Color) Tyrone Power Terry Moore Michael Rennie D—99 min. (Rev. 12/22/53) THREE YDUNG TEXANS (Color) Mitzi Gaynor Jeff Hunter Keefe Brasselle D—78 min. (Rev. 1/18/54) (Feb. Releases) HELL AND HIGH WATER (CinemaScope—Color) Richard Widmark Bella Darvi D— THE SIEGE AT RED RIVER (Color) Van Johnson Joanne Dru D—	"GD, MAN, GD!" Dane Clark Harlem Globetrotters D—82 min. (Rev. 1/18/54) (Re-release) ALGIERS Charles Boyer Hedy Lamarr D—95 min. (Rev. 6/29/38) THE CONQUEST DF EVEREST (Color) Documentary D—78 min. (Rev. 12/8/53) (Feb. Releases) THE MAN BETWEEN James Mason Claire Bloom Hildegarde Neff D— PERSDNAL AFFAIR Gene Tierney Leo Genn Glynis Johns D—82 min. (Rev. 1/13/54) TOP BANANA (Color) Phil Silvers MC—100 min. (Rev. 1/28/54) DVERLAND PACIFIC (Color) Jack Mahoney Peggie Castle Adele Jergens D— BEACHHEAD (Color) Tony Curtis Frank Lovejoy Mary Murphy D—89 min. (Rev. 1/28/54)	(Jan. Releases) FDRBIDDEN Tony Curtis Joanne Dru D—85 min. (Rev. 12/2/53) WAR ARRDW (Color) Maureen D'Hara Jeff Chandler Suzan Ball D—78 min. (Rev. 12/8/53) BDRDER RIVER (Color) Yvonne De Carlo Pedro Amendariz WD— (Feb. Releases) THE GLENN MILLER STORY (Color) James Stewart June Allyson D—116 min. (Rev. 1/6/54) (3-D) TAZA, SDN DF CDCHISE (Color) Rock Hudson Barbara Rush WD—79 min.	THE EDDIE CANTOR STORY (Color) Keefe Brasselle Marilyn Erskine MD—116 min. (Rev. 12/17/53) THE CDMMAND (CinemaScope—Color) Guy Madison Joan Weldon James Whitmore WD—88 min. (Rev. 1/18/54) THE BDY FRDM DKLAHDMA (Color) Will Rogers, Jr. Nancy Olson Lon Chaney C—88 min. (Rev. 1/18/54) CRIME WAVE Sterling Hayden Gene Nelson Phyllis Kirk D—74 min. (Rev. 1/13/54)
Jan. 17	YUKDN VENGEANCE Kirby Grant Mary Ellen Kay DD—68 min.		BLACK GLDVE Alex Nicol D—(5305)		(Jan. Releases) JIVARD (Color) Fernando Lamas Rhonda Fleming D—91 min. (Rev. 1/20/54) (3-D) CEASE FIRE (Stereophonic Sound) Filmed on Fighting Front in Korea D—75 min. (Rev. 11/23/53) FDREVER FEMALE Ginger Rogers William Holden Paul Douglas Pat Crowley D—93 min.					
Jan. 24			QUEEN DF SHEBA Special Cast D—99 min. (5325) WE WANT A CHILD Special Cast D—(5324)	THE LDNG, LDNG TRAILER (Color) Lucille Ball Desi Arnaz C—103 min. (Rev. 1/5/54)	(Feb. Releases) (2-D and 3-D) MDNEY FROM HOME (Stereophonic Sound—Color) Dean Martin Jerry Lewis Pat Crowley Marjie Millar C—100 min. (Rev. 12/1/53) ALASKA SEAS Robert Ryan Jan Sterling Brian Keith D—78 min. (Rev. 1/26/54)					
Jan. 31	WORLD FDR RANSDM Dan Duryea Gene Lockhart Marion Carr D—80 min. (5408)			TENNESSEE CHAMP (Color) Shelley Winters Dewey Martin D—							
Feb. 7	HIGHWAY DRAGNET Joan Bennett Richard Conte Wanda Hendrix D—70 min. (5405)	(Feb. Releases) THE WILD DNE Marlon Brando Mary Murphy Robert Keith D—79 min. (Rev. 12/24/53) CHARGE OF THE LANCERS (Color) Paulette Goddard Jean Pierre Aumont Richard Stapley D—74 min. (3-D or 2-D) MISS SADIE THDMPSDN (Color) Rita Hayworth Jose Ferrer Aldo Ray D—91 min. (Rev. 12/21/53) (3-D) JESSE JAMES VS. THE DALTONS (Color) Brett King Barbara Lawrence W—65 min.		RDSE MARIE (Color) Ann Blyth Fernando Lamas Howard Keel MD—							
Feb. 14											
Feb. 21	BITTER CREEK Wild Bill Elliott Beverly Garland Carleton Young W—72 min.										
Feb. 28	RIOT IN CELL BLOCK 11 Neville Brand Emile Meyer D—80 min.		BLACKDUT Dane Clark D—(5309)								
March 7	PARIS PLAYBDYS Bowery Boys Veola Vonn C—62 min.										

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

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Comet Drive In, Sulphur, Okla.
Kozy, Granite, Okla.
Crystal, Okemah, Okla.
Grand, Locust Grove, Okla.
Lake, Grove, Okla.
Ritz, Jay, Okla.
Perry, Perry, Okla.
Seale Drive In, Lockney, Texas
Liberty, Carnegie, Okla.
Thompson, Healdton, Okla.
Redskin, Anadarko, Okla.
Caddo, Binger, Okla.
Thompson, Walters, Okla.
Alamo, Marlow, Okla.
Ritz, Skiatook, Okla.
Thompson, Atoka, Okla.
Princess, Bristow, Okla.
Ritz, Duncan, Okla.
Thompson, Tishomingo, Okla.
Ray, Tonkawa, Okla.
La Vista, Pampa, Texas
Tech, Weatherford, Okla.
Cozy, Wagoner, Okla.
Pettit, Hominy, Okla.
Thompson, Tahlequah, Okla.
Thompson, Wilson, Okla.
Rialto, Tulsa, Okla.
Franroy, Snyder, Okla.
La Vista, Hollis, Okla.
Harmony, Sand Springs, Okla.
Crown, Collinsville, Okla.
American, Guymon, Okla.
Waldron, Lindsay, Okla.
Fawn, Jones, Okla.
Bison, Buffalo, Okla.
Criterion, Sapulpa, Okla.
Mawil, Medford, Okla.
Peoria, Tulsa, Okla.
Nusho, Broken Arrow, Okla.
Rook, Watonga, Okla.
Vue, Mountain View, Okla.
Holt, Coalgate, Okla.

Valley, Pauls Valley, Okla.
Brewer's Dr. In, Pauls Valley, Okla.
Circle, Waynoka, Okla.
La Verne, La Verne, Okla.
Shattuck, Shattuck, Okla.
Sooner, Norman, Okla.
Grand, Canton, Okla,
Coleman, Miami, Okla.
Broncho, Edmond, Okla.
Rialto, Chickasha, Okla.
Lamont, Lamont, Okla.
Melba, Guthrie, Okla.
Tallchief, Fairfax, Okla.
King, Marietta, Okla
Rex, Konawa, Okla.
Time, Stigler, Okla.
Majestic, Madill, Okla.
Plaza, Altus, Okla.
Star, Minco, Okla.
Empress, Waurika, Okla.
Luxor, Nowata, Okla.
Joy, Vian, Okla.
Buffalo, Pawnee, Okla.
Kay, Ponca City, Okla.
Savoy, Prague, Okla.
Rivoli, Blackwell, Okla.
Woodward, Woodward, Okla.
Yale, Claremore, Okla.
Tower, Seiling, Okla.
Redland, Clinton, Okla.
Ramona, Frederick, Okla.
Rocket, El Reno, Okla.
Dunkin, Cushing, Okla.
Oklahoma, Hobart, Okla.
Ritz, Wellington, Texas
Orpheum, Okmulgee, Okla.
Temple, Mangum, Okla.
Stovall, Sayre, Okla.
Key, Wewoka, Okla.
Center, Vinita, Okla.
S & H, Chandler, Okla.
Ritz, Ada, Okla

Erie, Hugo, Okla.
Rex, Borger, Texas
Plaza, Picher, Okla.
Arrow, Bartlesville, Okla.
Tower, Drumright, Okla.
Elk, Elk City, Okla.
Forgan, Forgan, Okla.
Ritz, Ardmore, Okla.
Chief, Enid, Okla.
Grand, Holdenville, Okla.
Ki He Kah, Pawhuska, Okla.
Seminole, Seminole, Okla.
Blaine, Henryetta, Okla.
Deal, Wynnewood, Okla.
Allred, Pryor, Okla.
Max, Cherokee, Okla.
Star, Dumas, Texas
Melba, Cleveland, Okla.
Liberty, Heavener, Okla.
Oak, Hartshorne, Okla.
Ritz, Sallisaw, Okla.
State, Oklahoma City, Okla.
Ritz, Lawton, Okla.
Redskin, Wetumka, Okla.
Roxy, Barnsdalle, Okla.
Cozy, Checotah, Okla.
Eagle, Stilwell, Okla.
89'er, Kingfisher, Okla.
Royal, Fairview, Okla.
Cooper, Antlers, Okla.
Greenwood, Boswell, Okla.
Palace, Boise City, Okla.
Trend, Maysville, Okla.
Ritz, Shawnee, Okla.
Crest, Stillwater, Okla.
Pix, Alva, Okla.
Dorothy, Henrietta, Texas
Ellis, Perryton, Texas
Cozy, Stroud, Okla.
Plaza, Durant, Okla.
Roxy, Muskogee, Okla.
Okla, McAlester, Okla.

COLUMBIA PICTURES presents

"JESSE JAMES VS. THE DALTONS"

starring
Brett Barbara
KING · LAWRENCE
Screen Play by ROBERT E. KENT
Produced by SAM KATZMAN
Directed by WILLIAM CASTLE

COLOR BY
Technicolor

...and more dates are coming in every minute!

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Motion Picture Daily Feature Reviews

"Creature from the Black Lagoon"

(3-D)
(*Universal*)

A STORY of a monster, with enough suspense to hold most audiences, especially the children, is offered in this Universal release. The monster in this instance is a so-called "gill-man," half human, half fish, a relic of ages gone by.

The picture was seen in 3-D, which emphasizes some aspects of the story. The picture is available in conventional form, also. In either form, the same exploitation angles could be employed to gain the maximum audience and it should do a fair business in situations which draw a thrill-seeking crowd.

The locale is the Amazon River, where a geologist has discovered the fossils of a webbed-hand. The discovery leads to an expedition, headed by Richard Denning, a fame seeker, and his scientific aide, Richard Carlson, who is the principal human character in the film. The star, of course, is the gill-man, whose webbed hands are first in evidence and then as the suspense is built, the half-man, half-fish is shown in all of his scaly ugliness.

The most thrilling scenes, in a story which runs according to formula, are those of an underwater chase for the gill-man, the creature's horrible devastation of a camp-site and the plight of the young girl when she is captured by the creature, played by Ben Chapman, who is unrecognizable in his gill-man costume.

Others in the cast include Julia Adams, Antonio Moreno, Nestor Paiva, Whit Bissell and Henry Excalante. William Alland produced, while Jack Arnold directed from a screenplay by Harry Essex and Arthur Ross, based on a story by Maurice Zimm.

Running time, 79 minutes. General audience classification. For March release.

MURRAY HOROWITZ

"La Lupa"

(*Jules Levey*)

AGAINST the authentic background of Southeastern Italy, the production team of Ponti and De Laurentiis has come up with a hot-blooded story about hot-blooded people, with Kerima, the "she-wolf," best fitting that description. The story is interesting throughout, the intimate touches having been handled delicately and in good taste. Basically, the narrative tells of the rivalry between a mother and daughter for the love of a man, even though the daughter, in the beginning, is not aware of the threatening triangle.

Kerima is a fascinating personality in her role as a scheming, unethical and lurid "she-wolf" whose affair with Ettore Manni precedes his meeting with May Britt, the daughter, with whom he falls in love. Despite the fact that Kerima gets top billing, the acting honors must be shared with Miss Britt who as the innocent daughter gives a sterling performance.

In brief, the plot deals with a woman of shady character, Kerima, whose daughter innocently wins her mother's lover. The mother seeks to win him back and, in so doing, almost shatters the home life of her daughter and her son-in-law. Retribution comes when the mother perishes in a tobacco factory after she has aroused the anger of the townspeople.

"La Lupa" is based on a story by Giovanni Verga. It was directed by Alberto Lattuada, who also was responsible for "Mill on the Po," "Anna" and "The Overcoat." Others in the cast are Mario Passante and Maresa Gallo.

Running time, 95 minutes. Adult audience classification. For February release.

AL STEEN

"Dragonfly Squadron"

(*Allied Artists*)

THIS war-front melodrama dealing with the training of Korean pilots by American Air Force men combines action and romance which hold an over-all interest. The cast is headed by John Hodiak, Barbara Britton and Bruce Bennett, with Jess Barker, Chuck Connors, Pamela Duncan and others in support. Sequences linking the intensified training of pilots are independent of the not unfamiliar personal story of two men who love the wife of one of them. The picture winds up with an all-out tank attack which is repelled by defending planes, containing thrills that pack a wallop.

The screenplay by John Champion, who is also the picture's producer, has Hodiak, a famed but grounded Air Force officer, assigned to Kongju, South Korea, to expedite training of Korean pilots. At the post he meets Barker, a war correspondent of impossible qualifications and a totally superfluous character in the story, and Miss Britton, whom, it comes out, he was on the point of marrying a year or so ago when she learned that her supposedly dead husband, Bennett, was alive and coming back from imprisonment and torture to resume his doctoring.

In the foreground story it turns out that she has told her husband about the romance with Hodiak, and they all work together in the general interest, with nothing changing in their relationship until an enemy bomb kills off the doctor and ends the complication. In a furious finish of the picture the Korean pilots blow up attacking tanks identified in the dialogue as Russian.

Lesley Selander gave the picture his usual competent handling.

The supporting cast also has Harry Lauter, Adam Williams, John Lupton, Benson Fong and John Hedloe.

Running time, 83 minutes. General audience classification. Release, in February.

"Overland Pacific"

(*World Films-UA*)

ALTHOUGH this is a formula-made western, it has adequate action, photography and pace which should meet with audience approval. Villainy festers and romance blooms in the story which has as its background the building of a railroad in frontier days.

Since the town bosses want to capitalize on the railroad, they try to have its route changed. One of their methods is to bribe the Comanches into attacks on the railroad workers. Jack Mahoney, a railroad investigator in the guise of a telegrapher, is sent to investigate. He finds that, among others, the town saloon-keeper, William Bishop, and the sheriff, are the ringleaders. Matters are further complicated by the fact that Bishop's fiancee is Peggie Castle, to whom Mahoney also is attracted.

There are the usual skirmishes and plot involvements before the tracks are laid as originally planned. Adele Jergens, as the girl friend of an outlaw, lends another feminine touch to the proceedings which are kept moving fluidly by director Fred F. Sears. The screenplay is by J. Robert Bren, Gladys Atwater and Martin Goldsmith.

The cast also includes Walter Sande, Chubby Johnson, Pat Hogan, Chris Alcaide, Phil Chambers, George Eldridge, Dick Rich and House Peters, Jr.

Running time, 73 minutes. General audience classification. For release in February.

"Turn the Key Softly"

(*Rank-Astor*)

CHARM, sensitivity and irony are combined in this agreeable picture, made in England by J. Arthur Rank. Using dramatic devices, the story concerns three women released from prison after paying their debt to society, tracing their fortunes in the world of the free. The story spins out its interest on three points of a triangle.

First, there is a flighty, good-time charmer, Joan Collins, who starts out to marry a bus conductor, gets detoured along the way when temptation beckons, but finally heads for the altar.

Next come the experiences of Yvonne Mitchell, an attractive young lady who went to prison in the first place because of misplaced love for a young man. She almost is taken in again by the man, but circumstances, in a highly melodramatic vein, rescue her from another misstep.

Finally there are the adventures of a little cockney lady, Kathleen Harrison, whose primary interest in life is her dog. When she gets separated from the animal, a desperate search ensues, resulting in tragedy for the lady.

The screenplay by Jack Lee and Maurice Cowan cleverly weaves together these diverse tales into a unified whole. Lee, who also directed, has elicited convincing performances from the cast. Maurice Cowan produced.

Others in the cast are Terence Morgan, Thora Hird, Dorothy Alison, Glyn Houston, Geoffrey Keen, Russell Waters and Olive Morton.

Running time, 81 minutes. General audience classification. Release date not set.

"Fugitive in Trieste"

(*I.F.E.*)

THIS Italian-made picture rates as a fair action thriller in which the romantic and the melodramatic are well integrated. The locale is Trieste.

The story centers around the pursuit and capture by the Allied police of an Italian air force officer suspected of bombing a hospital ship. Mostly through the efforts of a sweetheart, Edda Albertini, a witness is dug up to prove that the bombing was not intentional, but the consequence of being hit by enemy fire.

A four-way romantic angle has been put into the story involving the two above mentioned and the Allied officer, Carlo d'Angelo, and a Viennese beauty, Doris Duranti. Plot involvements are also at hand, since the latter was once in love with the accused and is the mother of their child. Whether or not they were married is not made quite clear in the story.

After a series of chases, flights, capture and the fall and rise of hope, the story culminates in a courtroom scene in which the protagonist is cleared and the way paved for love to triumph. This Astor Film has English subtitles.

The story by Camillo del Signore was directed by Fuido Salvini.

Others in the cast are Jacques Sernas, Giovanni Grasso, Charles Fawcett, Vittorio Sanipoli, Alberto Bonucci, Giancarlo Sbragia, Gianni Bonagura, Ettore Gaipa, Vittorio Stagni and Massimo Girotti.

Running time, 83 minutes. Adult audience classification.

Cassidy Named Head Of Local H-63, IATSE

David A. Cassidy of Paramount has been elected president of Local H-63, International Alliance of Theatrical Stage Employees. Russell M. Moss was named executive vice-president.

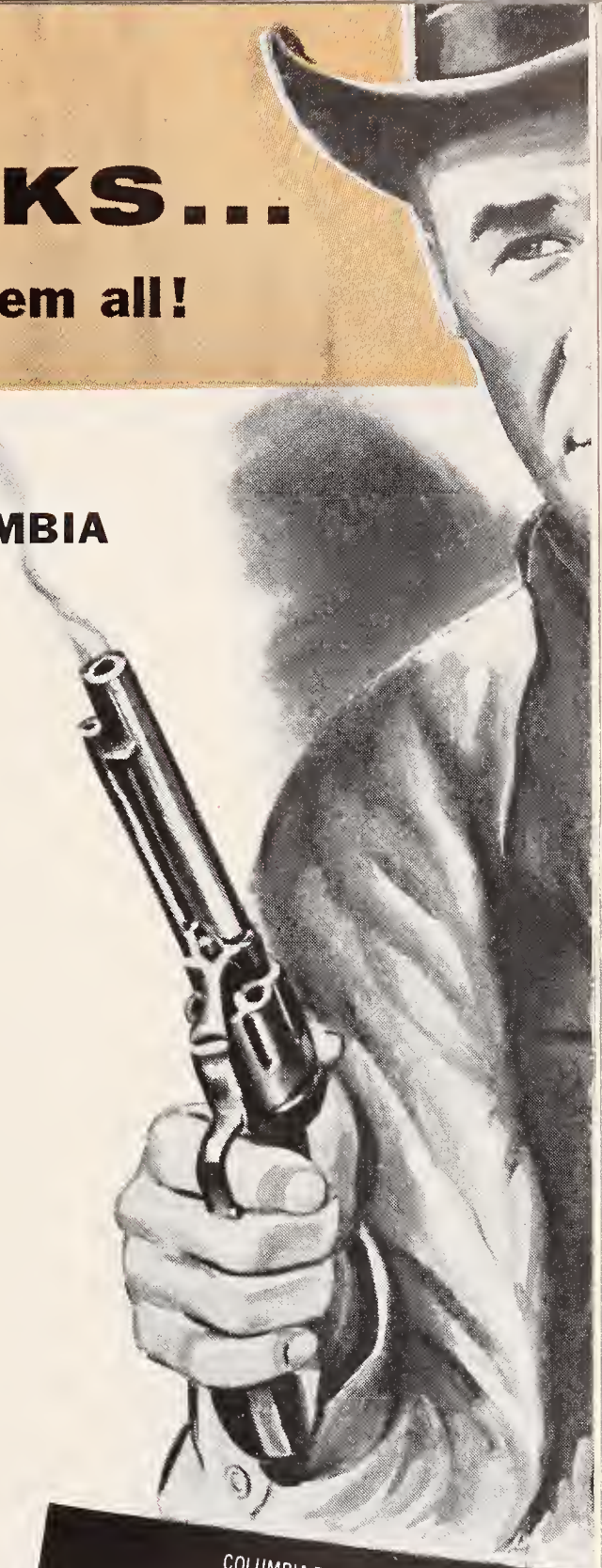
Also elected were Edward J. Devine, Universal, vice-president; Harry Baum, Warner Bros., secretary-treasurer; J. Schachtel, RKO Radio, sergeant-at-arms, and Lou Abamont, Columbia, trustee.

Set Music Hall Fete For Contest Winners

Winners of the recent New York "Journal-American" motion picture contest will be guests of the Organization of the Motion Picture Industry of the City of New York at a reception and cocktail party to be held in the studio apartment of Radio City Music Hall next Tuesday. Russell Downing, president and managing director of the Music Hall, will be host.

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Gosho, Clinton, Mo.
Tauy, Ottawa, Ks.
Center, Oakley, Ks.
Paramount, Joplin, Mo.
Tucker, Liberal, Ks.
Roxy, Newton, Ks.
Manor, McPherson, Ks.
Augusta, Augusta, Ks.
Jayhawk, Topeka, Ks.
Uptown, Sedalia, Mo.
Missouri, K. C., Mo.
Varsity, Lawrence, Ks.
Midland, Pittsburg, Ks.
Parsons, Parsons, Ks.
Ritz, Council Grove, Kan.
Uptown, Marceline, Mo.
Star, Nevada, Mo.
Midland, Coffeyville, Ks.
Junction, Junction City, Ks.
Fox, Atchison, Ks.
Co-Ed, Manhattan, Ks.
Granada, Emporia, Ks.

Dickinson, Moberly, Mo.
Roxy, Eldorado, Ks.
Strand, Salina, Ks.
Dodge, Dodge City, Ks.
Strand, Hutchinson, Ks.
State, Jefferson City, Mo.
Plaza, Abilene, Ks.
Electric, St. Joseph, Mo.
Regent, Winfield, Ks.,
Colby, Colby, Ks.
Civic, Brookfield, Mo.
Lyceum, Leavenworth, Ks.
Majestic, Phillipsburg, Ks.
Moore, Plainville, Ks.
Spot, Siloam Springs, Ark.
Princess, Kirksville, Mo.
Mainstreet, Lexington, Mo.
Fox, Ft. Scott, Kan.
Palace, Wichita, Kan.
Victory, Rogers, Ark.
Hall, Cassville, Mo.
Drake, Bolivar, Mo.
Park, El Dorado Springs, Mo.
Ritz, Minneapolis, Ks.
Garanssin, Wamego, Ks.
Farris, Richmond, Mo.
Plaza, Great Bend, Mo.
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Tribune, Tribune, Ks.

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Partmar

(Continued from page 1)

not had its "day in court" and that the case should have been reversed and sent back to the District Court with instructions to the judge there to take evidence on the damage claims. Justice Black joined in this dissent. Justices Jackson and Clark took no part in the case.

Most of the opinion and dissent dealt with highly technical, legal questions as to whether a decision on the eviction issue automatically prevented a decision on the claims issue. Paramount rented the Partmar Theatre to Partmar Corp. in 1939, and also had a film franchise with Partmar. The lease agreement provided that the lease could be terminated if the franchise agreement were terminated.

Cancelled in 1946

Following the 1946 New York Statutory Court ruling that franchises were illegal, Paramount cancelled its lease and sued to evict Partmar. Partmar filed counter claims seeking treble damages, alleging that Paramount was part of an industry conspiracy which resulted in Partmar having to pay excessive terms under both the lease and and film franchise agreement.

In May, 1951, the Los Angeles District Court ruled against Paramount in the eviction suit, citing the Supreme Court's Paramount decision that not all franchises were illegal. The court declared there was no evidence that this particular franchise resulted from an illegal conspiracy. The court also ruled that, since it had found no conspiracy in setting up the franchise, it felt Partmar could not recover on its damage counterclaims. Partmar did not appeal from the part of the decision validating its lease, but did appeal from the part throwing out the counterclaims.

Handing down the majority court opinion today, Justice Reed said: "A separate trial on the counterclaims would have been improper procedure, as the judgment entered on the (Paramount) complaint was a final disposition of the determinative issue on the counterclaims — whether or not the terms of the lease were a product of an illegal conspiracy."

Reed also said admission of the final Paramount decree would not have helped Partmar, either, since "the government judgments provide no proof of the indispensable element to Partmar's counterclaims, that the lease and franchise were part of or the result of a conspiracy. From the decree there would have been *prima facie* evidence of a conspiracy, but no evidence that the Partmar lease was a result of that conspiracy so as to overturn the trial court's finding in this very proceeding that no illegality tainted the lease."

Warren Dissents

In his dissent, Warren said "the issue of conspiracy was not litigated; nor did petitioner have a fair opportunity to litigate the issue." During trial of the eviction suit, he said, Paramount was the only party with reason to prove a conspiracy, since that would have given it ground to cancel the lease. But Partmar is penalized on the counterclaims issue because Paramount did not prove conspiracy, Warren said. "The anomalous result is to penalize the petitioner for refusing to help Paramount win the eviction suit," he declared.

Reviews

"The Holly and the Ivy"

(London-Pacemaker)

THIS British import, although slightly marred by a tendency toward "talkiness," is perfectly acted by a brilliant cast and should be a "must" for discriminating audiences. It was adapted from the play by Wynyard Browne and tells the story of a family gathering at Christmas time and how their lives are straightened out by understanding and love.

Ralph Richardson plays a widowed country parson who is taken care of by his older daughter, Celia Johnson. During the holiday season, his other daughter and son, two of their aunts and a cousin come for a visit. It is then that they learn that Miss Johnson wants to get married and go abroad, but won't leave her father. Her sister, a successful fashion writer in London, refuses to stay with him and the brother is a carefree soldier headed soon for college. They also discover that the younger daughter, Margaret Leighton, had a child born out of wedlock who died at the age of four and that she has taken to drink as a refuge.

The reasons for the family secrets become clear to everyone; because Richardson is a vicar, they feel he cannot be told certain facts. They think his religious background would prevent his understanding their problems other than in a moral way. All their lives they've had this schism between them though none would openly admit it. However, the son blurts out the truth and, to the children's amazement, they discover that the vicar has far more compassion and worldliness than they. Their problems are all resolved to everyone's satisfaction, including the audience's.

Though this summary places the emphasis on the drama, there is much warm humor throughout. And the performances are wonderful. In lesser roles, but just as effective, are Denholm Elliott as the son, Hugh Williams as the cousin and two magnificent old ladies, Margaret Halstan and Maureen Delaney, as the aunts. Anatole de Grunwald both wrote and produced while George More O'Ferrall directed.

Running time, 80 minutes. General audience classification. For February release.

"World for Ransom"

(Allied Artists)

EXCEPT for the changing of some of the characters' names, this is an 82-minute elongation of a half-hour television film in the "China Smith" series starring Dan Duryea as Smith and Douglas Dumbrille as the police inspector who always is on his trail. In this version, however, Duryea is named Callahan and Dumbrille's name also has undergone a change. But they wear the same garb in the same setting, play their roles in the same way and present a script that isn't much different from the TV offerings, except that it's longer.

In the screenplay by Lindsay Hardy, there is an ample amount of slugging, killing, conniving, detection, evasion, escape and pursuit and crossing and double-crossing to satisfy, if not satiate, the followers of the "China Smith" television program. In a devious way, it has to do with the kidnapping of a nuclear scientist who is said to be one of the few men in the world who know how to detonate an H-bomb. Apart from the conflicts arising from that event, there is a three-cornered situation in which Duryea and Patric Knowles and Marian Carr, a night club singer and wife of Knowles, are involved until Knowles is eliminated and Miss Carr drops Duryea for being of no further usefulness.

Robert Aldrich and Bernard Tabakin co-produced, with Aldrich directing.

Also in the cast are Gene Lockhart, Reginald Denny, Nigel Bruce, Arthur Shields, Keye Luke, Lou Nova, Clarence Lung and Carmen D'Antonio.

Running time, 82 minutes. General audience classification.

Schneiderman

(Continued from page 1)

derman has been a member of the UA executive sales staff in New York. During 1951 and 1952 he served as executive in Japan for Universal, a position which followed domestic sales posts with RKO Radio and an association with Warner Brothers as manager in Panama.

K. C. Theatre Robbed

KANSAS CITY, Feb. 8. — Two masked men robbed the Vista Theatre, of the Fox Midwest circuit here, early this morning of about a thousand dollars. They had forced Jack T. Steele, theatre manager, to the curb in his car earlier near his home, forced him to lie down in the car and drove around until the theatre had closed, then forced him to open the safe. A similar robbery had occurred in the same part of the city recently.

Bovim Heads

(Continued from page 1)

Loew's in St. Louis. His successor is Sam Shubouf, manager of Loew's State, Cleveland. Arnold Gates will move from the Stillman to the State, Cleveland. Frank Manente, manager, Esquire, Toledo, will fill the Stillman vacancy.

Atlanta and Nashville will be added to the theatres directed by Martin Burnett, who headquarters in Columbus. O. Pittsburgh will be supervised by Frank Murphy of the Loew Cleveland office.

Greenberg's Cosmo Acquired by Brandt

The Cosmo Theatre here, formerly owned by Henry Greenberg, has been acquired by Harry Brandt, president of Brandt Theatres. Brandt in the deal assumed the presidency of Coberg Cinema, Inc., the corporation which operates the theatre. The Cosmo, it was stated, will show first-run neighborhood attractions.

Allied Board

(Continued from page 1)

Kane of North Central Allied, Minneapolis, recording secretary. Abram Myers continues as chairman and general counsel.

The Allied board voted to continue to explore the possibilities of garnering stock in one or more major production-distribution companies from exhibitor stockholders, with the idea of having such stock pooled and voted by a proxy committee, especially in an effort to influence a company to increase its film production schedule.

First Suggested by Rembusch

The proposal was first advanced by Trueman Rembusch of Indiana at Allied's annual convention in Boston last October, primarily as a remedy for what exhibitors believed to be an increasing shortage of product. Since that time, Allied has canvassed its membership and other independent exhibitors for data on how many shares of major company stocks are owned by them and how many would be willing to increase their holdings, by purchase or exchange of the stock of a particular company, and whether or not such exhibitor stockholders would be willing to assign the proxies to an Allied committee for voting.

Apparently, the surveys to date are not conclusive, since the Allied board voted for their continuance and named the following committee to pursue the study: Marcus, Shor, Snaper, Horace Adams, and Benjamin Berger.

Approve Drive-ins' Resolution

The board also endorsed the resolution adopted here last week by the Allied-sponsored National Drive-In convention which condemned 20th Century-Fox's policy in regard to stereophonic sound requirements for its CinemaScope productions, particularly with reference to the effect of the policy on drive-ins. Copies of the resolution were directed to the U. S. Attorney General with the recommendation that action be brought either under the Paramount decree or, if that did not apply, that new government actions be brought.

The Allied board voted its full cooperation to the current Federal admissions tax repeal campaign being conducted by the Council of Motion Picture Organizations.

The board also voted to hold its next meeing in New York in March.

St. Louis, St. John, Dallas Top UA Drive

The Dallas, St. Louis and St. John (N. B.) exchanges of United Artists are holding first place in their respective groups in UA's 35th anniversary sales drive honoring Arthur B. Krim, president. The second lap of the campaign still has one week to go. William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, are co-captains in the drive.

The Dallas exchange is headed by W. C. Hames; D. J. Edele manages the St. Louis branch and I. J. Davis is in charge of the St. John exchange.

The 32 UA branches are competing in three groups of equal grossing potential in the six-month anniversary drive, which ends May 15. The company's 1954 slate of more than 50 releases figures in both the domestic campaign and a year-long overseas sales push in Europe, Africa, Asia, Australia and South America, similarly honoring Krim.

Circuit Helps Rush TV Station Debut In Chattanooga

CHATTANOOGA, Feb. 8. — The Independent Theatres circuit here, in a deal with the local affiliate of the National Broadcasting Co., has moved to "bring television to Chattanooga sooner than the previously expected date," it was disclosed by Moses Lebovitz, president of the circuit, which purchased an interest in the newly reorganized WDEF Broadcasting Co. In commenting on the move, Lebovitz declared:

"We look upon television as being an extension of the motion picture industry into the home and therefore took what we believe to have been a logical step in consolidating with WDEF." Lebovitz and Jay Solomon, general manager of the Chattanooga theatre circuit, will be stockholders in the newly reorganized company which has already been approved as the licensee by the Federal Communications Commission. Lebovitz will be vice-president and a director of WDEF-AM-TV.

Lebovitz, as head of Southern Television, Inc., was one of the applicants for a TV license. The third applicant was Tri-State Telecasting Co., which along with Southern Television, withdrew its application in return for ownership interest in the WDEF radio and television operation.

Three Films Begun; Four Are Completed

HOLLYWOOD, Feb. 8. — Three pictures were started last week and four others finished, leaving 18 films now shooting. Five of the pictures are being filmed outside Hollywood.

New productions are "White Orchid," a Cosmos production in Eastman color by United Artists; "A Matter of Life and Death," Panoramic Prod., 20th Century-Fox; "Matchmakers," Universal-International.

Completed were "Law vs. Billy the Kid," Columbia; "Bride for Seven Brothers," CinemaScope, Eastman color, M-G-M; "The Raid" and "Gambler from Natchez," Panoramic Prod., Technicolor, 20th-Fox.

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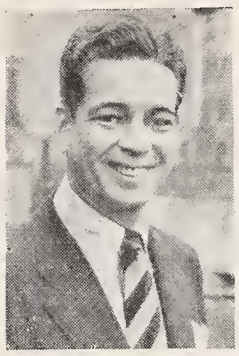
Television--Radio

with Pinky Herman

THE NBCamel News Caravan marches on to its sixth birthday next Tuesday at which time it will become the first news program to be color-cast. Standard receivers will pick up the John Cameron Swayze program in regular black-and-white. . . . Television execs are much more concerned with misleading and irritating commershills than was formerly the case in radio and diligently listen to suggestions, gripes and advice of John Q. Public. . . . The Philco Television Playhouse presentation last Sunday of "Hide and Seek," via NBC was a high spot thanks to the superb play-acting of Betty Field and Mildred Dunnock, as the "two sisters" and the fine supporting roles turned in by James Green, Gaye Huston, Sandy Campbell and Michael Mann. TV play, by J. P. Miller was produced by Fred Coe. . . . Progress during the first 14 months has borne out the optimism of the AGVA Welfare Trust Fund trustees. This unique group insurance plan entered into with Lloyd's of London not only provides much-needed accident insurance for performing artists but also guarantees, because of this very safety measure, a smoother and finer performance for the operator-employer.

☆ ☆ ☆

Seen on five TV programs each week, Bill Nimmo's real life adventures and experience aptly qualify him for added services as technical consultant on some of the shows. He used to be a boxer and thus utilizes to good advantage his knowledge of fisticuffs as commercial announcer for the Pabst Blue Ribbon CBSlugfests on Wednesday nights. A year's hitch as a private eye with his dad, chief of detectives in his native Cincinnati, serves him in good stead as announcer for "The Plain Clothesman" and having studied at the Cincinnati Conservatory of Music, likewise adds to his special ability in doing the CBSpiel for "This Is Show Business." The fact that he spent six years in the Army, starting as a private and retiring as a major, during which he was awarded the Bronze Star, the Silver Star and the Purple Heart, most certainly enhances the handsome lad's natural talents.



Bill Nimmo

☆ ☆ ☆

A gala program has been set up to NBCelebrate the 27th anniversary of the "Cities Service Band of America" series, under the direction of maestro Paul Lavalle next Mon. at 9:30 P.M. A musical salute to the program's first conductor, Dr. Edwin Franko Goldman, has been arranged, with the scheduled broadcast of the latter's original composition, "On the Mall." . . . We wondered how come no recording firm has signed Denise Lor to a contract because the talented vocalist on the "Garry Moore Show" five-a-week TVehicle possesses a voice designed for thrilling trilling. La Lor's initial platter of "That's What a Girl Appreciates," on Pavis Records, with smooth support by Phil Davis' ork, is a decjay's delight. . . . Jim Morgan in New York from the Coast. Does that mean that his MBSeries, "Queen for a Day," might be shifted here?

☆ ☆ ☆

Sign of the times:—Peter Arnell, producer of the television CBShow, "I'll Buy That," has received more than 200 letters from listeners offering to sell, via his program, their 'useless' coffee pots, percolators, etc. . . . Craig Timberlake of Fred Waring's Glee Club, is the author of a new book about David Belasco, titled, "Bishop of Broadway," which will be found in the bookstores late this month. . . . Under assignment by Johnny Johnston, radio-TV head of the National Association of Manufacturers, the telefilm series, "Industry on Parade," produced by Arthur Lodge Productions, is now TViewed in 193 cities. A NAM fine record!

☆ ☆ ☆

WOR will again televise the Brooklyn Dodgers' home games with Schaefer beer and Lucky Strikes dividing the tab. . . . Producer of the "CBSuspense" series, Martin Manulis, started his show biz career as an actor (had a Paramount screen test in 1934) but switched to the producing end and after adding several important Broadway productions to his credit list, joined CBS-TV as a producer in 1951. . . . Cowboy balladeer Red River Dave's new series of WOAI-TV (San Antonio, Texas) musicales will be sponsored by General Electric. The tall Texan, by the way, is responsible for the growing popularity of the melodious tone-poem, "Texas Lullaby." . . . Ray Heatherton, the WOR-TV Merry Mailman, has signed to warble kidisks for Coral Records. . . . We doff the benny to Jack Benny's CBSwell program Sunday.

$3,000,000 Gross for 'Reef' and 'Rifles' In Initial Dates

Initial domestic playdates of the CinemaScope productions, "Beneath the 12-Mile Reef" and "King of the Khyber Rifles" have grossed a combined total of $3,000,000 before amusement tax deductions, 20th Century-Fox reported here yesterday. In 104 engagements, of which 48 are still active, "12-Mile Reef" has reached the $1,800,000 mark, the company said.

"Khyber Rifles" in 97 playdates, of which 56 are current, is reported to have grossed $1,200,000. The latter completes its seventh week tomorrow at the Rivoli Theatre here.

SWG Nominates 38 For Annual Awards

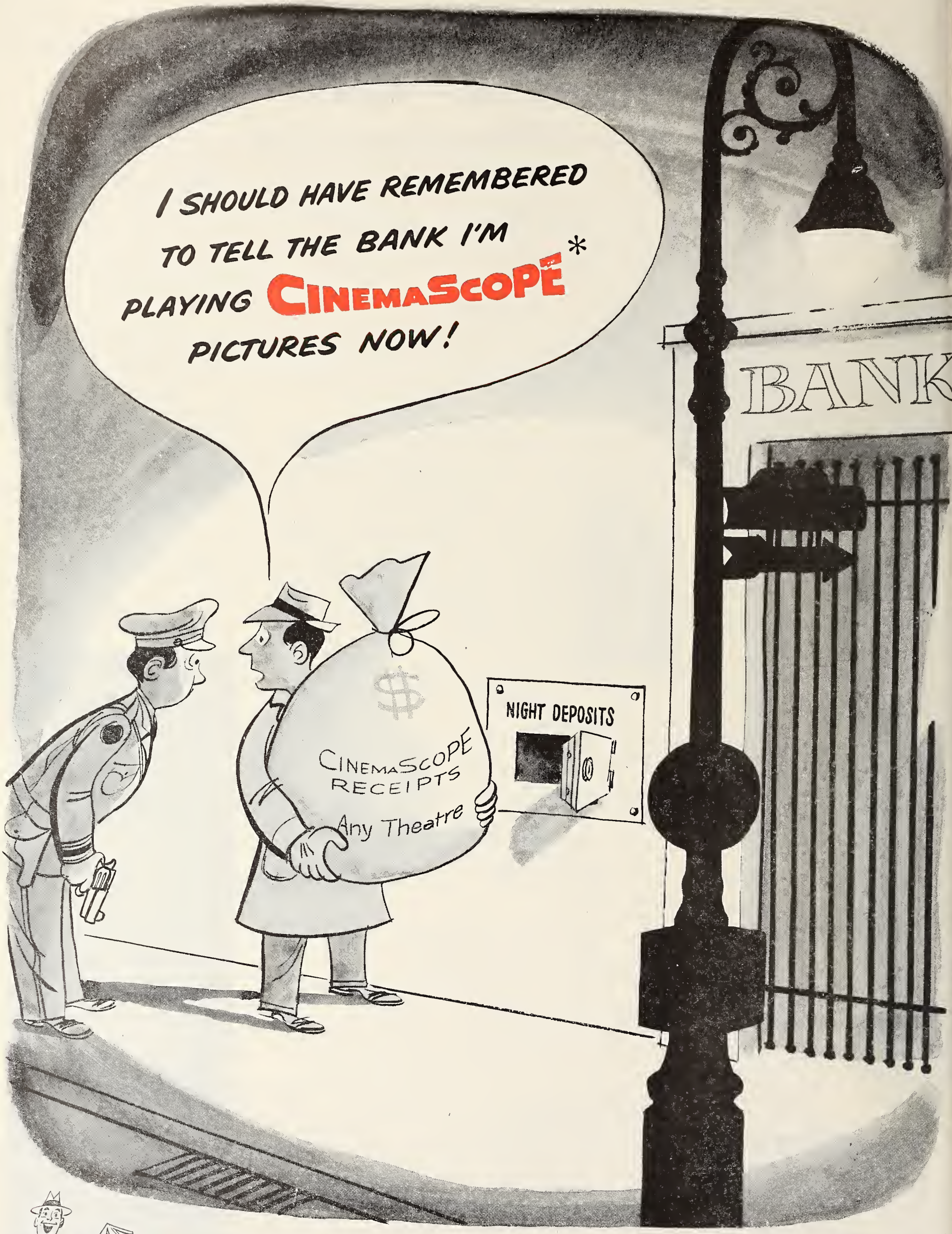
HOLLYWOOD, Feb. 8. — Screen Writers Guild announced nominations for 38 writers for its annual awards, with the winners to be disclosed Feb. 25 at a banquet at the Beverly Hills Hotel. Fifteen pictures, 12 from major studios and three from independents, were represented in the nominations.

Neighborhood Runs Of 'Boy Lost' Start

Bing Crossby's "Little Boy Lost" will open tomorrow at 45 New York metropolitan area neighborhood theatres, including 31 Loew's circuit houses.

"Little Boy Lost" had a 13-week run at the Rivoli Theatre here.

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*Have you seen the grosses, in theatres large and small, on 20th's "THE ROBE," "HOW TO MARRY A MILLIONAIRE," "BENEATH THE 12-MILE REEF," "KING OF THE KHYBER RIFLES" and "HELL AND HIGH WATER"!

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Allied Stock Buy Pledges Hit $300,000

Would Offer Playdates To Increase Production

By J. A. OTTEN

WASHINGTON, Feb. 9.—In less than two weeks, exhibitors pledged over $300,000 to invest in Allied States Association's stock buying plan, according to general counsel Abram F. Myers.



Abram Myers

Allied has been pushing a plan to have exhibitors invest in a major film company and pool their holdings to control the company and get it to increase production. The exhibitors would also, under the plan, guarantee play dates to the company. Allied sent out

(*Continued on page* 5)

Allied Board Meet In N. Y. Feb. 25-26

WASHINGTON, Feb. 9.—Allied States Association's board of directors will finish its mid-winter board meeting at the Warwick Hotel in New York City on Feb. 25 and 26.

The board wasn't able to finish all business on the agenda at the Cincinnati meeting last week-end and decided to hold a second session. Main items on the agenda will be a further discussion of Allied's plan to have exhibitors buy stock in a major production company to boost film output,

(*Continued on page* 5)

Downing Treasurer Of Freedom Crusade

Russell V. Downing, president and managing director of Radio City Music Hall, has been appointed treasurer of the amusement division of the Greater New York Crusade for Freedom by Barney Balaban, president of Paramount, who is New York State chairman of the Crusade.

Harry Brandt, president of the Independent Theatre Owners Assn.,

(*Continued on page* 4)

Lopert Acquires 3 Broadway Theatres; Fellerman His Aide

Effective March 1, the Astor, Victoria and Bijou Theatres here will be placed under the management of Lopert Films, passing from City Investing Co., it was announced yesterday by Robert W. Dowling, president of the latter company. Max Fellerman has resigned from American Broadcasting-Paramount Theatres to become the assistant to Ilya Lopert, also effective on March 1.

Fellerman will be in charge of booking product for the three theatres as well as for Lopert Films' Ziegfeld Theatre in Chicago and the Playhouse and DuPont in Washington. He also will supervise the distribution of "The Captain's Paradise," "The Man Between," "Gilbert and Sullivan," "Fanfan the Tulip" and the future Lopert product to be released through United Artists.

Fellerman has been with the Paramount theatres organization since 1944, prior to which he was an executive of RKO Theatres and Pathe.

Johnson To Europe On 2-Fold Mission

Preliminary discussions on a new U.S.-Italo film agreement and the intensification of parleys to iron out differences in the French pact are the two-fold tasks of Griffith Johnson, vice-president of the Motion Picture Export Association, who left here last night for Europe.

Johnson's first stop will be Paris, where he will join MPEA representatives there and French government officials in an attempt to clear the areas of disagreement on the French pact, which was first initialed by MPEA president Eric A. Johnston in Paris last summer. Since the initialing, however, a number of differences have cropped up, chiefly France's insistence that the pact be limited to one

(*Continued on page* 5)

Allied Won't Change For TESMA Show

WASHINGTON, Feb. 9. — Allied States Association will not change its 1954 convention from Milwaukee, officials said today.

There had been question as to whether the convention would be switched to Chicago to insure getting the TESMA-TEDA equipment trade show. Allied officials declared, however, that the 1954 meeting had been promised for Milwaukee "and Allied will not change its convention for any one."

Johnston Says RKO Being Given Time On 'French' Appeal

RKO Pictures is "being given a reasonable length of time" to file an appeal on the $25,000 penalty levied for its exhibition of "The French Line" without a Production Code seal, Eric Johnston, Motion Picture Association president, said here yesterday.



Eric Johnston

Johnston said there will be no MPAA board of directors meeting until after his return from the Brazilian film festival, slated to open Feb. 18, explaining that the delay in convening the board is occasioned not only by his impending absence but also that of other members of the board. He would not say definitely that the next meeting would take action on "The French Line." Johnston also declined to state whether

(*Continued on page* 4)

Better Understanding of Code Would Gain Greater Public Support: Sen. Johnson

WASHINGTON, Feb. 9.—Senator Edwin C. Johnson (D., Colo.) said he felt the American people would support the Production Code if they understood better the threat some producers now are raising against the Code.

Johnson inserted in the Congressional Record the resolution adopted by the United Church Women of New York in support of the Code. The women, he said, "resent the efforts of some producers to destroy or weaken the program of self-regulation for which the Motion Picture Association is striving. I believe the American people generally would support the Motion Picture Association enthusiastically if they understood better the campaign to lower the moral tone of motion pictures."

Fresh Approach

SeeArbitration Meet in N.Y. Within 60 Days

Johnston Tells of Bids Being Sent Out Shortly

BY MURRAY HOROWITZ

The proposed all-industry arbitration conference will be convened in New York within the next 60 days, according to present plans.

This was disclosed as Eric A. Johnston, president of the Motion Picture Association of America, said that the invitations to the conference will be sent out shortly.

It was learned from other sources that the invitations will be sent out to every exhibitor organization, including Allied States Association, and that they will request an answer from each of the organizations on whether or not it will participate. Following a tabulation of the replies, those expressing a willingness to confer on setting up an arbitration system will be asked to agree on a date for a meeting within the next 60 days.

The plans, as disclosed by trade quarters, thus allows the convening of the all-industry arbitration conference with or without the participation of

(*Continued on page* 4)

Minority Attorneys Study Hughes Offer

The Howard Hughes' offer to buy the assets of RKO Pictures for $23,489,478 in cash was being studied here yesterday by the attorneys in the two minority stockholders actions, filed against Hughes as board chairman and controlling stockholder.

Meanwhile, trading on the New York Stock Exchange continued very active, with 110,500 shares traded yesterday. The stock quotation, which zoomed on Monday to $5.125, rising $2.25 during the course of the day,

(*Continued on page* 4)

Weltner Again Tops MPEA Manager Unit

George Weltner, head of Paramount International, was reelected chairman of the foreign managers committee of the Motion Picture Export Association at a meeting here yesterday, presided over by MPEA president Eric A. Johnston. Weltner, as chairman, will serve another six-month term.

Personal Mention

ARTHUR B. KRIM, president of United Artists, returned to New York from the Coast yesterday.

•

BERRY GREENBERG, Warner Brothers foreign department home office sales representative, has left here for Sydney, Australia, and other company offices in the Far East.

•

JOHN P. BYRNE, M-G-M Eastern sales manager and captain of the company's 30th anniversary Jubilee Campaign, is in Boston from New York.

•

DENNIS D. CARLIN, advertising manager of Republic Pictures, is the father of a son born Monday to MRS. CARLIN at Mt. Sinai Hospital.

•

ANDREW MARTON, M-G-M director; JAY MARCHANT, unit manager, and MALCOLM BROWN, art director, have left Hollywood for Colombia.

•

HILDA LESSER RICKLES, secretary to E. M. SAUNDERS, M-G-M assistant sales manager, will leave here tomorrow for Miami Beach.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Washington today from New York.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, left here yesterday for Canada.

•

EDWIN W. AARON, Western sales manager for 20th Century-Fox, is touring the midwest and the South.

•

GEORGE MURPHY has arrived in Baltimore from Washington for an operation at Johns Hopkins Hospital.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in San Francisco.

•

JOE LONGO, of the RKO Radio exploitation staff, was in Hartford yesterday from New York.

•

ALLEN M. WIDEM, of the Hartford "Times," was in Boston yesterday from Hartford.

•

SOL LESSER will leave here today on a Caribbean cruise.

Manager Dies at 40

BOSTON, Feb. 9.—Funeral services for Jack Boyd, 40, manager of Loew's Kingston Drive-In, will be held tomorrow in Attleboro. During the past winter Boyd had been fill-in manager at Loew's Centre Theatre, Pawtucket, R. I.

Walter Matchette, 68

BUFFALO, Feb. 9.—Walter W. Matchette, 68, a projectionist for 50 years before his retirement in 1951, and a past president of Local 233, Motion Picture Operators Union, died at his home here.

Quigley, Ernst in Code Debate on Air

A radio debate, "For and Against the Motion Picture Code," was broadcast on New York City station WMCA's "Report to the People" on Monday evening.

Martin Quigley spoke in behalf of the Code and Morris Ernst, general counsel of the American Civil Liberties Union and noted opponent of all forms of pre-publication regulation and censorship, appeared against the Code.

Quigley explained the reasons underlying the adoption of the Code and outlined its character and purposes. Ernst dwelt on his opinion that a general code is not necessary and that subject matter and treatment should be left to the individual producer. He expressed the opinion that any individual delinquencies on the part of a producer should be dealt with only by the courts.

Mrs. Dorothy Dunbar Bromley was moderator of the program.

Percentage Actions Filed in Minneapolis

MINNEAPOLIS, Feb. 9. — Seven distributors filed percentage actions in U.S. District Court here today against Paul H. Mans, Lyman Lee, Donald F. O'Reilly, Elmer Lee, Gordon Lee, Pipestone Amustment Co. and Richfield Theatres, Inc.

Theatres involved in the suit are the Beaux Arts and Astor, St. Paul; Leola, Minneapolis; Orpheum and State and the Pipestone Drive-in, Pipestone, Minn., and the Richfield, Richfield, Minn.

The plaintiffs are Paramount, Loew's, 20th Century-Fox, Warner Brothers, RKO Pictures, Universal and Columbia. They were represented by the Minneapolis law firm of Shearer & Peters, with Sargoy & Stein, New York, of counsel.

Home Offices Observe 2 Holiday Weekends

Virtually all film and theatre companies' offices and the Motion Picture Association of America will be closed all day Friday in observance of Lincoln's birthday and again Monday, Feb. 22, Washington's birthday.

Companies which have already decided on the holiday, in addition to MPAA, are Allied Artists, Columbia, M-G-M, Paramount, Republic, RKO Pictures, RKO Theatres, 20th Century-Fox, United Artists, Universal, Warner Brothers, Stanley Warner Corp. and American Broadcasting-Paramount Theatres.

'Act of Love' to Bow At Astor Tomorrow

"Act of Love" will premiere at the Astor here tomorrow night with over 500 celebrities from the entertainment industry, business and politics invited to attend. Radio and TV will cover the opening of the United Artists release.

Delay Theatre TV Of Globetrotters

The planned theatre telecast of the Harlem Globetrotters on Feb. 18 has been postponed until "sometime in March," it was disclosed here yesterday by William Rosensohn, vice-president of Box Office Television.

Rosensohn, claiming that exhibition reaction to the event was "encouraging," attributed the delay to the release of many "big" pictures in the Feb. 18th period which blocked theatre-TV equipped houses from lining up for the event.

Goldenson Honored By Brookline Temple

BOSTON, Feb. 9.—The 21st annual Goodwill Citation of Merit from the Brotherhood Temple Ohabei Shalom, in nearby Brookline, was presented tonight to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and also president and co-founder of the United Cerebral Palsy Association.

More than 1,000 persons, including leaders in government, industry, education and religion, attended the dinner at which Goldenson was honored for his efforts in promoting the cause of human brotherhood.

In his talk following presentation of the award, Goldenson paid tribute to the various media of mass communication for assistance in aiding the needy. Citing the power of newspapers, magazines, motion pictures, radio and television in the education and entertainment of the people, he stressed the necessity of keeping these media free for wide use in furthering aspirations for peace and security.

Rank's Davis Silent On Universal Talks

LONDON, Feb. 9.—John Davis, managing director of the J. Arthur Rank Organization, is withholding comment on his recent talks in New York with Alfred Daff, Universal vice-president, in regard to greater distribution of Rank product.

His only remark was: "I felt at first that I was hearing every reason why something couldn't be done but very few reasons why things could be done. But now I would rather wait and see the outcome of the efforts of the extra men they have put on at my request."

Universal recently appointed three sales representatives to work exclusively on behalf of the Rank pictures within Universal's special films division. It is understood that another appointment will be made to cover the Latin American territory.

Dividend on Para. Stock

Paramount's board of directors yesterday voted a quarterly dividend of 50 cents per share on the common stock. The dividend is payable March 29 to stockholders of record on March 15.

Tax Relief Muddled By Dispute Over Revision Measures

WASHINGTON, Feb. 9. — The industry's drive for admission tax relief is caught in the middle of a Treasury-Congress dispute over how many tax measures there should be.

Right now, the Treasury is urging three separate bills: the current technical revision bill, a second, later bill extending corporate and excise rates due to fall on April 1, and a much later, final bill cutting whatever excises Congress wants to cut. Presumably the Treasury is also still insisting that this last bill include new or higher excises to make up for any revenue loss.

Two Bills Preferred

Influential Republican members of the House Ways and Means Committee want only two bills: the technical revision bill, and a later bill extending the April 1 rates and cutting other excises.

Industry tax officials hope the latter approach wins out. It would have two distinct advantages for the industry:

In the first place, the admission tax cut would get on the books a lot sooner. If the excise cuts were coupled with the extension of the April 1 rates, the bill would have to be passed by April 1.

In the second place, it would be impossible for the Administration to veto the bill if the measure included extension of the April 1 rates, since the Treasury is depending on this revenue to help hold down the deficit.

Delay Could Bring Veto

Putting off excise cuts until a later, third bill, it is feared, could run up against Treasury delaying tactics or even a veto.

Right now, the outcome is up in the air, and there probably won't be a decision until early next month, when the House committee completes work on the technical revision bill.

Walsh Resigns from Paramount Post

Joseph A. Walsh has resigned as head of Paramount branch operations, effective Saturday. Associated with Paramount in various executive capacities since 1920, Walsh now plans to move to California where his family resides.

Barney Balaban, president of Paramount, was host at a farewell luncheon for Walsh at the home office yesterday attended by numerous company executives.

Gaughan Sells Theatre

MEMPHIS, Feb. 9. — George Gaughan, who has been named field representative for the Theatre Owners of America, has sold the Normal Theatre here which he operated with his wife. He will go to New York in about two weeks to confer with Walter Reade, Jr., TOA president, before starting his work with the regional units. The Normal was purchased by John Eaton.

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THE NEXT BIG MILESTONE IN MOVIE ANNALS!



"Rose Marie" (I love you!)



IN MARCH M-G-M BRINGS THE WORLD THE FIRST MUSICAL IN CINEMASCOPE! IN COLOR GLORY!

The producer of the industry's greatest musicals is naturally the company to bring the world the First Great Musical in CinemaScope.

Launched by a terrific ad campaign starting with M-G-M's famed "Picture Of The Month" Column reaching more than 93 million people and full pages in all fan magazines *(13 million readership)*. Followed by Two-page Spreads in 4-Colors in LIFE and LOOK *(combined readership of more than 26 million)*. Plus other big advertising plans.

"ROSE MARIE" has been acclaimed at every preview East and West as a major milestone in movie annals.

Overflowing with love songs, scenic splendor, brilliant color, this thrilling romance is truly worthy of a FIRST!

—★—

M-G-M presents in CinemaScope • Photographed in Eastman Color • "ROSE MARIE" • starring ANN BLYTH • HOWARD KEEL • FERNANDO LAMAS • Bert Lahr • Marjorie Main • with Joan Taylor • Ray Collins • A Mervyn LeRoy Production • Screen Play by Ronald Millar and George Froeschel Based on the Operetta "Rose Marie" • Book and Lyrics by Otto A. Harbach and Oscar Hammerstein II Music by Rudolf Friml and Herbert Stothart • Directed by Mervyn LeRoy

National Pre-Selling

PLANS for continuing strong coverage of motion pictures in "Seventeen" magazine have been announced by Mrs. Enid A. Haupt, newly appointed publisher.



Mrs. Enid Haupt

"Motion pictures are teenagers' favorite form of entertainment," Mrs. Haupt told Motion Picture Daily yesterday. "More than any other age group, the boys and girls under 20 have the time, the money, the habit and desire to go to the movies. Surveys have proved that 80 per cent of teen-age girls attend one movie a week. That's a much greater rate than the corresponding adult attendance."

"Naturally, knowing this, 'Seventeen' will continue its policy of strong coverage of movies through its regular reviews and Picture - of - the - Month award to films considered most outstanding from the teen-age girls' point of view."

•

"The Black Shield of Falworth's" stars, Tony Curtis and Janet Leigh, are on the front cover of "Look's" current issue in full color.

Inside the issue three pages are devoted to photographs taken on the set of "The Black Shield of Falworth," and to commentary on Tony and Janet's happy marriage.

Appearing in the same issue is an eye-arresting ad on "The Glenn Miller Story."

•

"Easy to Love," "The Eddie Cantor Story," "How to Marry a Millionaire" and "Personal Affair" are recommended and reviewed in the February issue of "Woman's Home Companion."

•

"It was inevitable that some day Martin and Lewis and 3-D would meet," reports Florence Somers in "Redbook's" February issue. "The result is 'Money from Home,' a picture which gives a moviegoer his money's worth of entertainment and which should mean money at the box office. Martin and Lewis happen to be very funny in this picture which uses 3-D intelligently."

•

"Rob Roy" is represented by a full color ad in "American Weekly's" February 7th issue.

•

"It Should Happen to You," "Rob Roy" and "The Eddie Cantor Story" are recommended by Ruth Harbert in the February issue of "Good Housekeeping."

•

"About Mrs. Leslie's" star Shirley Booth received special editorial attention in the current issue of "Collier's."

A full color photograph of Shirley taken on the set of "About Mrs. Leslie" fills almost an entire page and the remainder of the page is used for a description of "About Mrs. Leslie" and Miss Booth's last two films.

In the same issue is an eye-arresting ad on "The Glenn Miller Story."

WALTER HAAS

'Give Time,' Says Johnston

(*Continued from page* 1)

negotiations were continuing with RKO Pictures for a revision of the picture, the exhibition of which in St. Louis drew the imposition of the fine by the MPAA.

On the question of subsidies, Johnston reiterated his opposition to them, calling subsidies a "bad method" of doing business. The MPAA president was questioned on the recent statement of Ellis Arnall, president of the Society of Independent Motion Picture Producers, who said that Johnston had given him his guarantee that there would be no subsidies in future foreign film deals.

To this Johnston responded that subsidy provisions were not started under his leadership of the MPAA, pointing out that the subsidy provision in a foreign film agreement was included while he was on leave of absence with the U.S. government.

Continuing, he said he "had no love" for such provisions, then raised the question of what a subsidy is, citing by way of example the Eady Plan, incorporated in the Anglo-American film agreement, and the system of permits in the Spanish agreement.

Johnston also emphasized that he does not make policy for the Motion Picture Export Association, of which he also is president, explaining that policy is made by the MPAA board of directors, and his role is to administer that policy once it is decided upon.

The MPAA president, who in addition to representing the American film industry at the Brazilian film festival, will also represent the U.S. government, plans to meet the Hollywood festival contingent in Houston, prior to his departure for Sao Paulo. He plans to return to the U.S. in the first week of March, shortly thereafter leaving for the Middle East on a resumption of his special Presidential mission to that area.

Arbitration

(*Continued from page* 1)

Allied. It is understood also that an attempt will be made to make the conference as broadly representative as possible.

The proposal for the calling of an arbitration conference to be participated in by all interested exhibitor organizations, originated at the Theatre Owners of America convention in Chicago last fall. It was approved by the MPAA distribution committee last week with the suggestion that Johnston send out the call to the meeting, as he has done in previous years in connection with arbitration conferences.

In Cincinnati last week, the Allied board of directors ignored arbitration completely. It was not on the agenda of the board's winter meeting and it was not brought up for discussion, according to Abram F. Myers, Allied chairman and general counsel. Allied has taken the position that no industry arbitration system which does not provide for arbitration of film rental complaints is worth establishing. Distribution has steadfastly declined to concede that film prices are a matter for arbitration.

Day-long Ceremonies To Welcome 'Miller'

Broadway in front of the Capitol Theater will be renamed "Glenn Miller Plaza" as a feature of today's ceremonies marking the opening of "The Glenn Miller Story" at the theatre. Presiding at the temporary renaming of the street will be Manhattan Borough president Hulen Jack, Beth Miller, the "queen" of Glenn Miller Week, which will be observed Feb. 10-16, and several band leaders.

'New Faces' to Open At Roxy on Feb. 19

"New Faces," first Broadway musical to be filmed in CinemaScope, will open at the Roxy on Friday, Feb. 19. Filmed directly from the stage, the 20th Century-Fox release stars the original New York cast.

The Leonard Stillman revue is produced by Edward Alperson and directed by Harry Horner. Berman Swartz is the co-producer.

Downing Treasurer

(*Continued from page* 1)

and Emanuel Frisch, president of the Metropolitan Theatre Owners Assn., co-chairmen of the amusement division, have been promised the cooperation of many theatre owners in the New York area in collecting signatures for freedom scrolls and truth dollars during the first week of March, the organization stated.

'French Line' for 2 Hollywood Houses

HOLLYWOOD, Feb. 9.—RKO Radio has booked "The French Line" into the Hawaii and Orpheum Theatres here, to open Feb. 24, and into the Broadway Theatre, Denver, tentatively for Feb. 17, the company disclosed. Other bookings across the country are being closed, it was stated.

The Hawaii, independent Hollywood Boulevard theatre owned by Jay Sutton and Al Galston, played Howard Hughes' "The Outlaw" for 42 weeks before the picture was revised and given a Code seal.

The Orpheum is the downtown flagship of Sherrill Corwin's Metropolitan Theatres circuit. Corwin was a member of the Ralph Stolkin group that undertook to purchase Hughes' RKO stock and held operating control of the company for a short period before withdrawing from the commitment.

Mexico Sets Film Festival for March

MEXICO CITY, Feb. 9.—The first international film fair to be held in Mexico will open at Acapulco in March. It will last one week and is sponsored by the Mexican government, Acapulco, and Guerrero State. U. S. and European pictures will be exhibited, it is stated.

Bergen in New Post

John J. Bergen, Jr., has been named vice-president in charge of TV, industrial and commercial films of Michael Myerberg Productions, Inc., by Arthur Gray, Jr., president. Bergen is also vice-president of the National Television Film Council and of the Wall Street firm of John J. Bergen Co., Ltd.

Hughes Offer

(*Continued from page* 1)

remained fairly steady yesterday, opening at $5.25 and closing at $5.125 again. The market activity was based on Hughes' offer, which is equivalent to paying every RKO Pictures Co. stockholder except himself $6 per share for the stock, if the project is accepted by the board of directors of the company and approved by the stockholders.

As of late yesterday, there were no indications here when the board of directors would be convened to act on Hughes' proposal, which, according to the plan outlined by the board chairman, must be acted upon by the directors by next Monday before 6:00 P.M.

Louis Kipnis, attorney in the Castleman minority stockholders suit, said that the Hughes' offer came like a "bolt out of the blue." He said he is studying the offer for its effect on his pending suit in Nevada, which now is set to go to trial in March.

Shivitz Studying Proposal

David I. Shivitz, of Halperin, Natanson, Shivitz and Scholer, representing the Schiff-Sachs action, said that he, too, was studying the proposal.

Among the reasons given by Hughes for making the offer was that he had been sued by certain stockholders and accused of responsibility for losses of the corporation. "I would like to feel," continued Hughes, "that I have given all stockholders . . . an opportunity to receive for their stock an amount in excess of its market value at the time when I first became connected with the company, or at any time since."

Asks Law for Repair, Inspection of Films

ALBANY, N. Y., Feb. 9.—Sen. Mario M. de Oppatis, Brooklyn Democrat, today introduced a bill which would amend the administrative code of New York City to ban the bringing into a projection booth of "any film which has not been inspected and repaired and bears evidence of such inspection and repair, immediately prior to its shipment for projection purposes."

Finish Fla. Theatre Designed for 'Scope

The Carib Theatre in Clearwater, Fla., claimed to be first in the South specially designed and built for CinemaScope projection technique, was completed last week. James E. Casale was architect of the new $400,000, 1,194-seat house.

Owners of the combination theatre and store project are Anast N. Notopoulos, Pennsylvania circuit operator, and Philip Voulis, Chicago business man.

President of Turkey Guest of the AMPP

HOLLYWOOD, Feb. 9.—President Celal Bayar of Turkey, and his party today toured the Universal - International studio as official guests of the Association of Motion Picture Producers. U-I executives and talent welcomed the visiting dignitary.

Allied Stock

(*Continued from page* 1)

questionnaires to members asking them whether they would be willing to invest and guarantee playdates.

Myers said exhibitors answering within the first two weeks said they would be willing to invest more than $300,000 in such a scheme. He emphasized that "several of our strongest areas" still haven't turned in their questionnaires.

Exhibitors answering so far already own about $40,000 in stock in major production companies, Myers said.

All the questionnaires, "with only three or four exceptions," indicated a willingness to guarantee play dates, according to Myers.

The matter will be explored further by a special Allied committee meeting in New York late this month.

Myers also said he hoped that he would be able to send to the Attorney General late this week Allied's complaints on the 20th Century-Fox stereophonic sound policy. Both Allied's drive-in convention and the Allied board meeting overwhelmingly approved a motion to complain to the Justice Department about 20th-Fox's policy to require stereophonic sound as a condition of licensing its CinemaScope productions to drive-ins. (The 20th-Fox policy applies to all theatres, but the Allied resolution covered only drive-ins.)

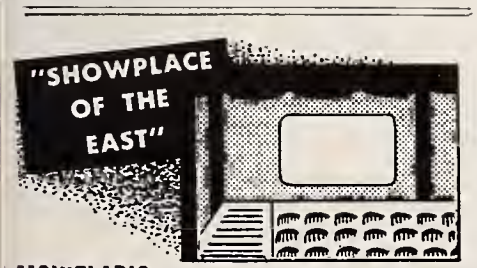
While the complaint to the Department is based just on the drive-in resolution, Myers said, "the broader aspects of the matter will be called to the Attorney General's attention."

Myers said he was not surprised at 20th-Fox's decision to call off the planned tests of CinemaScope without stereophonic sound. "In my judgment," he declared, "I don't think the company ever had any intention of holding those tests."

The Allied board meeting did not discuss the national film buying combine plan, mainly because its main sponsor, Jack Kirsch, was sick, Myers said. He declared that the board voted to oppose the so-called Reed Bill authorizing Federal courts to award less than treble damages in anti-trust suits, but approved the Keating Bill to set up a uniform Federal statute of limitations on these suits.

Bright Named Manager

TORONTO, Feb. 9.—O. T. Bright has been appointed general manager of the new Canadian subsidiary of Bell & Howell Co. of Chicago. The Bell & Howell Canada, Ltd., plant is scheduled to open in April.



MOVIELAB'S new preview theatre brings *TO THE EAST* the ultimate in projection.

- Three channel interlock projection
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619 W 54th St., N Y. 19, N. Y. • JUdson 6-0367

Review

"White Fire"

(*Lippert*) *Hollywood, Feb. 9*

THE names of Scott Brady and Mary Castle for American marquee purposes are the principal assets of this melodrama played out in London by an otherwise all-overseas cast of able but not especially well-occupied players.

Scott portrays an American who lands in London and sets out to locate his brother who, unknown to him, has been convicted of a murder charge and is within three days of execution date. Miss Castle plays a night-club entertainer and part-time smuggler who gets interested enough in Brady to aid him in his attempt to establish his brother's innocence at the risk of being done in by her smuggling confederates. Complications pile up to the point of incredibility before the malefactors, a numerous band indeed, are identified, detected and apprehended. Colin Tapley, Ferdy Mayne, John Blythe, Julian Somers, Ballard Berkeley and Gabrielle Brune head up the support.

Production is ascribed to Robert S. Baker and Monty Berman, the latter also directing the photography. And John Gilling, the director, collaborated on the screenplay with Paul Erickson, who wrote the story. It is a Tempean Production.

Running time, 82 minutes. General classification. Release date, Feb. 10.

Reelect All Officers Of N.E. Allied Unit

BOSTON, Feb. 9. — Irving A. Isaacs was reelected president, for a second term, of Independent Exhibitors of New England, Allied unit, at a luncheon-meeting here today. All other officers also were re-named. They are Melvin Safner, first vice-president; Herbert Brown, second vice-president; Albert A. Lourie, secretary; Julian Rifkin, treasurer; Nathan Yamins, national Allied delegate, and Norman Glassman, chairman of the board. Ray Feeley was reappointed executive secertary for his 10th term.

Elected to the executive board were Katherine Avery, Leslie Bendslev, Viola Berlin, Leonard Goldberg, David Hodgdon, Fred Markey, Walter Mitchell, Daniel Murphy, Francis Perry, Samuel Resnik, Ted Rosenblatt, Meyer Stanzler, Andrew Tegu and Charles Tobey.

Connolly to Head USIA Production

Jack Connolly, acting head of the New York office of the International Motion Picture Division of the U.S. Information Agency, is being transferred to the Washington headquarters where, it is understood, he will be in charge of production. His successor in New York has not been announced.

Andy W. Smith, former industry executive, heads the agency's motion picture division.

Brotherhood Week Plans Set Upstate

BUFFALO, Feb. 9. — Plans for Brotherhood Week were discussed here yesterday by 200 distributors and exhibitors at the local Variety Club. Stanley Kositsky, United Artists branch manager and chairman for Brotherhood Week, presided. Campaign kits were distributed by Edward F. Meade, publicity chairman.

MacKay Appointed

MONTREAL, Feb. 8—S. Alexander MacKay has been appointed Ontario manager for Associated Screen News, Ltd. He replaces J. J. Chisholm who is moving to the ASN main office here.

Urges Industry Air Censor Bill Views

ALBANY, N. Y., Feb. 9. — Sen. Fred G. Moritt, Brooklyn Democrat, today sought from the motion picture industry and "its associations" a statement outlining approval or opposition to his bill "allowing the public, through the medium of our traditional jury system, to be the final judges on questions of fact concerning the obscenity, indecency or inhumanity of a motion picture," or whether the industry favors the status quo appeal to the Regents when license to a film is refused by the motion picture division of the State Educational Department.

If favoring neither, Senator Moritt inquired, "have they a solution to this problem which is of paramount importance not only to the industry but to the public?"

'Most Powerful Instrument'

"It seems to me," he added, "that an industry which can reach about fifty million people a week and which is the most powerful instrument in the formation of opinions and ideas, not only of adults but also of the children of America, should and must give a pro or con expression on the troublesome question of censorship."

Senator Moritt, partner in MacDonald Pictures, added, "I am in favor of continuing the licensing of motion pictures to be exhibited to the public. My bill makes the public, via our jury system, the final judges, and not bureaucrats, politicians or even well-intentioned persons."

Moritt held that industry leaders and others who advocate elimination of state film licensing are "unrealistic and unwise."

Legion Lists 3 'B'; 10 'A' in New List

Three films in Class B and 10 in Class A are named in the latest listing of the National Legion of Decency. "Bait" and the revised versions of "Little Caesar" and "Public Enemy" are the Class B releases.

Five pictures placed in Class A, Section 2, are: "Always a Bride," "Beachhead," "Charge of the Lancers," "Executive Suite" and "Massacre Canyon."

Five additional releases in Class A, Section 1, are: "The Boy from Oklahoma," "The Conquest of Everest," "Dragon's Gold," "Gypsy Colt" and "Taza, Son of Cochise."

Allied Board

(*Continued from page* 1)

selection of sites for the 1955 Allied convention and Allied Drive-in convention, and a decision on the time and place for the spring board meeting.

On Feb. 24, in advance of the board meeting, there will be a meeting of the special committee named at Cincinnati to work on the stock buying plan. The special committee hopes to have recommendations ready to present to the board the next day. Members of the committee are: Ben Marcus, Wilbur Snaper, Rube Shor, Horace Adams, Ben Berger, Trueman Rembusch and C. E. Nolte.

Johnson to Europe

(*Continued from page* 1)

year instead of two years as desired by the U. S. and that the so-called subsidy provision of $200,000 over the course of two years be allocated for the one-year period.

Following negotiations in Paris, Johnson will proceed to Rome, where he will open talks on a new Italian pact, with the present one slated to expire in August. Johnson's Rome visit will precede the visit to the U. S. of an Italian film delegation, slated for about April.

Italy 'Frog Men' Film For I.F.E. Release

I. F. E. Releasing Corp. this spring will distribute "Hell Raiders of the Deep," English-language version of "I Sette Dell'Orsa Maggiore," the quasi-documentary film recounting the wartime exploits of Italy's "frog men," whose underwater operations resulted in the sinking of two British warships, "Valiant" and "Queen Elizabeth."

Several actual participants in the wartime operations will reenact their activity in the picture. Top acting roles will be played by Pierre Cressey and Eleanora Rossi-Drago.





The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor . . . . To Be Released In March

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 29 NEW YORK, U. S. A., THURSDAY, FEBRUARY 11, 1954 TEN CENTS

Little Choice

Film Supply Worsens for Subsequents

But C'Scope Equipped First Runs Not Bothered

By AL STEEN

The product shortage insofar as subsequent run theatres are concerned is "worse than ever," according to some exhibitors in that category, especially among those who have not equipped for CinemaScope. Independent operators who were contacted here yesterday declared that not only are they booking "dangerously" close to playdates but also that there is very little booking choice.

Opposed to the subsequent-run complaints are the opinions of larger circuit operators who assert that the dearth of pictures is ceasing to be a problem

(*Continued on page 2*)

M-G-M Prepares 30th Anniversary Book

An attractive aura of nostalgia surrounds the pressbook just issued by M-G-M for its 30th Anniversary Jubilee, and which is now being distributed to the company's exchanges.

"Footprints of the Lion," a 16-page 30th Anniversary Section paying tribute to M-G-M for its three decades of progress and service to the industry, is included in the current issue of "Motion Picture Herald," to be published tomorrow.

In describing and picturing M-G-M "yesterday and today," the company reaches back into the era of the silent films to show scenes and stars from

(*Continued on page 7*)

Free Trade Could Aid U.S. Industry: Arnall

HOLLYWOOD, Feb. 10.—A plea that "the full resources of Hollywood and all the various segments of the industry in our country be brought to work for more freedom of trade with other countries, fewer restrictive and obstructive artificial barriers, more

(*Continued on page 2*)

American Delegation Leaving for First Brazil Film Festival

Bound for the Brazilian International Film Festival in Sao Paulo, a delegation of approximately 30 film industry leaders, including stars, writers and directors, will start leaving the United States today and tomorrow.

The festival is scheduled for Feb. 13-26. It is being held in connection with Sao Paulo's 400th anniversary, and will include feature film entries from five American distributors, as well as six documentaries produced by the United States Government.

Eric Johnston, president of the Motion Picture Association of America, is the official U.S. representative at the meeting, while Alan Fisher, the U.S. Information Agency's film officer

(*Continued on page 7*)

Film Code Panel at AMPA School Tonite

A panel discussion on the industry's Production Code will be held at the final session of the present term of the Associated Motion Picture Advertisers Showmanship School tonight in the Columbia home office projection room.

Speakers will be Mrs. Clara Edwards, motion picture chairman of the General Federation of Women's Clubs; Mike Simons, M-G-M director of exhibitor relations, and Phil O'Brien, attorney specializing in censorship law.

Arthur DeBra, school faculty and program advisor, who is director of community relations for the Motion Picture Association, will be the moderator.

Rank Tells Skouras He's No Stereo Fan

LONDON, Feb. 10.—Revealing himself as one of those who discerns no additional entertainment value in stereophonic sound, J. Arthur Rank told Spyros Skouras, 20th Century-Fox president, that only 75 of the Rank circuit theatres will be equipped with it.

Skouras made this disclosure at an exhibitor mass meeting here today at which the 300 theatre owners present made it clear they agreed with Rank.

UA-Small Pact Calls For Delivery of 12 Films During 1955

Edward Small will deliver 12 features to United Artists during 1955 under a new production-distribution agreement concluded with Arthur B. Krim, UA president.

The releases covered by the new agreement are in addition to 14 films already delivered or to be delivered to UA by Small under a prior agreement.

Krim, who returned from Hollywood Tuesday with Robert S. Benjamin, chairman of the UA board of directors, said that "With our product schedule for 1954 set at not less than 48 releases, we are now building our 1955 program.

"The agreement with Small, assuring us of one of his productions a month during 1955, combined with other important distribution agreements, should provide further en-

(*Continued on page 7*)

Demand Tests

20th Relaxes 'Scope Screen Policy in U.K.

But Skouras Is Adamant On Stereophonic Sound

By PETER BURNUP

LONDON, Feb. 10.—Spyros Skouras, 20th Century-Fox president, told a critical audience of approximately 300 exhibitors here today that his company is prepared to relax its insistence upon installation of a Miracle Mirror or Magni-Glow screen for its CinemaScope presentations in Britain.



Spyros Skouras

However, Skouras made no concession whatever with respect to his company's further insistence upon stereophonic sound installations for CinemaScope

(*Continued on page 7*)

RKO Board to Meet On Hughes' Offer

RKO Pictures board of directors will meet tomorrow in Hollywood to consider the $23,489,478 cash offer of Howard Hughes to buy the assets of the company, James R. Grainger, president, announced yesterday through the company offices here.

Grainger, who is on the Coast, went on to say that a further announcement will be made after the board takes action. The announcement, in all likelihood, industry observers feel, will be the acceptance by the board of Hughes' proposal and the setting up

(*Continued on page 7*)

5 Para. Features, 6 Featurettes in 3 Mo.

Five features in Technicolor and six featurettes will be released by Paramount between February and April, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced yesterday.

Scheduled for February release are "Money from Home" in both 3-D and

(*Continued on page 7*)

Johnston Invitation

Urges 'Start from Scratch' In Setting Up Arbitration

A "start from scratch" in attempting to establish an industry arbitration system was urged yesterday in a letter of invitation by Eric A. Johnston, president of the Motion Picture Association of America, to five exhibitor organizations to participate in an arbitration conference here within the next 60 days.

The letter said the distributors feel that since neither exhibition nor distribution was bound by the 1952 arbitration draft, the present conferees should start from scratch.

Johnston added, however: "To avoid misunderstanding, the distributors asked me to make it clear that they will not be able to agree to arbitrate film rentals and that therefore they do not consider this subject open for discussion."

Such a stand leaves the area of disagreement between the distributors and Allied States Association, which at its winter board meeting in Cincinnati last week ignored arbitration altogether, as wide apart as ever. Allied,

(*Continued on page 7*)

Personal Mention

ROBERT M. WEITMAN, vice-president of the American Broadcasting Co. in charge of talent and programming, will leave here Saturday for New Orleans.

•

FRANK DERVIN, assistant to E. L. WALTON, who is executive assistant to J. R. Grainger, president of RKO Radio, has arrived in Hollywood from New York.

•

SIDNEY MARKLEY, vice-president of American Broadcasting - Paramount Theatres, is the father of a daughter born Tuesday to MRS. MARKLEY at Mt. Sinai Hospital.

•

JOSEPH A. TANNEY, head of S.O.S. Cinema Supply Corp., left here yesterday on the "Olympia" for a three-week trip to the West Indies, Central and South America.

•

OSCAR A. MORGAN, Paramount Pictures short subjects and newsreel sales manager, will leave New York today for Jacksonville, Fla.

•

RICHARD HODGSON, president of Chromatic Television Laboratories, will be in Washington from New York at the weekend.

•

EDWARD UGAST, 20th Century-Fox International Corp. Far Eastern supervisor, has arrived in New York from the Orient.

•

SEYMOUR MOSES, Eastern exhibitor contact for Pola-Lite 3-D glasses, is in Baltimore and Washington from here.

•

ROBERT SHAPIRO, managing director of the Paramount Theatre, will celebrate his birthday tomorrow.

•

DAN ROBB, Paramount Pictures unit manager, will leave New York today for Egypt.

•

IRVING LUDWIG, domestic sales manager for Walt Disney Prod., left here yesterday for Chicago.

•

WILLIAM WYLER will arrive in New York today from the Coast.

•

JACK LEVIN has returned to New York from Chicago and Cincinnati.

•

IVAN TORS, producer, arrived here yesterday from Hollywood.

Joseph Anderson, 72

IDA GROVE, IA., Feb. 10.—Joseph Anderson, 72, co-owner of the King Theatre here with Robert Fridley and previously exhibitor at Pella, Ia., for many years, died at a Sioux City hospital from a heart attack following an operation.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Lincoln's Birthday.

Film Supply

(*Continued from page* 1)

and that the serious threat of a few months ago has been softened.

Sources at Loew's, RKO and American Broadcasting-Paramount Theatres, as well as larger independent circuits, point to a combination of circumstances that have eased the shortage. Among the factors, they say, are the larger number of outstanding pictures that get extended runs, CinemaScope and the availability of quality foreign product which has taken up the slack.

Sees 'Scope Aiding 1st-Runs

Ed Fabian, of the Fabian circuit, stated that in the first-run key houses, the situation is not so distressing, with CinemaScope and other top product enjoying long runs. However, he admitted that the pinch was on the subruns, with the non-CinemaScope equipped houses apparently in real trouble. He qualified it further by saying that the first subsequent-runs are comparatively better off than the neighborhood subsequents, especially those not equipped for CinemaScope. Fabian pointed out that a problem faces the subsequent-runs when key situations play CinemaScope or other top films on an extended engagement, a plight which leaves the neighborhood houses without product to choose from.

Some light on the product situation may be shed today when Leonard Goldenson, president of AB-PT, holds a press conference here. Goldenson, who expressed concern over the picture shortages at the Theatre Owners of America convention in Chicago last fall and urged exhibitor participation in production, is now reported to feel that the situation has changed. It is understood that the present status, as he sees it, will be the subject of his meeting with the trade press today.

Subsequents Pessimistic

Meanwhile, the smaller subsequent-run exhibitors are taking a gloomy attitude because they apparently see no immediate solution to the problem. One Allied member said that the existing situation is the reason why the national association will press for its stock-buying plan whereby exhibitors would acquire sufficient film company shares to give them a voice in increased production schedules. It is expected that the Allied board will throw its full weight on an attempt to solve the problem when it meets in New York on Feb. 25-26.

Arnall Urges

(*Continued from page* 1)

complete convertibility of foreign film earnings, and more determination to be ready to seek active and aggressive support of our Government to bolster our foreign trade relations" was voiced here tonight by Ellis Arnall, president of the Society of Independent Motion Picture Producers.

Arnall, speaking in response to an invitation from the Motion Picture Industry Council following a subcommittee's report to latter organization on overseas production by American companies, said:

"When trade barriers are eliminated, when quotas are abandoned, when subsidies are refused, when artificial restrictions are terminated, when film earnings are fully converted, no longer will there be inducements which have encouraged artificially-stimulated American production abroad and fewer American pictures will be made outside United States."

'Millionaire' Gross At $6,100,000

"How to Marry a Millionaire" has grossed $6,100,000 during its first 220 domestic engagements, according to 20th Century-Fox. The CinemaScope release is still being shown in 78 of the situations.

IMPPA-AFM in New Pact Talks Here

Negotiations for a new contract between the Independent Motion Picture Producers Association of Hollywood and the American Federation of Musicians have been in progress here for the last three days. The sessions are expected to wind up today and the IMPPA representatives will take the AFM's proposals back to their members for consideration.

An undisclosed percentage increase in studio musicians' salaries plus the existing five per cent of the gross from television films is being asked by the AFM. The former contract expired last month.

Representing the IMPPA are Ed Finney, secretary-treasurer; Irving Rogosin, labor negotiator for the association, and Lindsley Parsons. The union negotiators are Clair Meeder, Phil Fischer and John Tegroen.

The producers' representatives will return to the Coast tomorrow with the union's proposals.

14,389 'U' Warrants Exercised in Jan.

WASHINGTON, Feb. 10.—Warrants for the purchase of 14,389 shares of Universal common stock were exercised during January and a like number of shares were issued for which the registrant received $10 per share.

Exercising of the warrants reduced the 114,047 shares outstanding on Dec. 31 to 99,688 shares on Jan. 31, according to the Securities and Exchange Commission.

Kodak Sets Budget For 1954 Program

ROCHESTER, Feb. 10.—Eastman Kodak Co. announced that $50,000,000 has been allocated for its 1954 program to improve and expand plants and equipment in the United States. The sum is a 25 per cent increase over Kodak's capital expenditure budget for 1953.

Grainger and Raftery Win Another Round In Shea Estate Suit

Another round in the Shea suit against Edmund C. Grainger and Edward C. Raftery, former executors of the Shea estate, was lost here when the Appellate Division unanimously denied a motion by Gerald J. Shea, president and general manager of Shea Enterprises, seeking to appeal the court's decision to the Court of Appeals.

Followed Appellate Decision

The rejection came following a decision by the Appellate Division, upholding the Surrogate Court's ruling that no "mismanagement" or "fraud" had been committed by Grainger or Raftery in their posts as executors of the estate. The Surrogate Court upheld the findings of the referee exonerating the two executors which was filed with the court in February of last year. Gerald Shea, asked for comment, said that an appeal would be filed directly with the Court of Appeals.

Leonard Named IFE West Coast PR Head

Charles Leonard has been named West Coast public relations director for Italian Films Export Releasing Corp. by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation.

Formerly UA Coast representative, Leonard also was formerly with 20th Century-Fox, Universal and was with UA in New York. He has also served in similar capacities for Balaban & Katz and RKO Theatres as well as for independent producers.

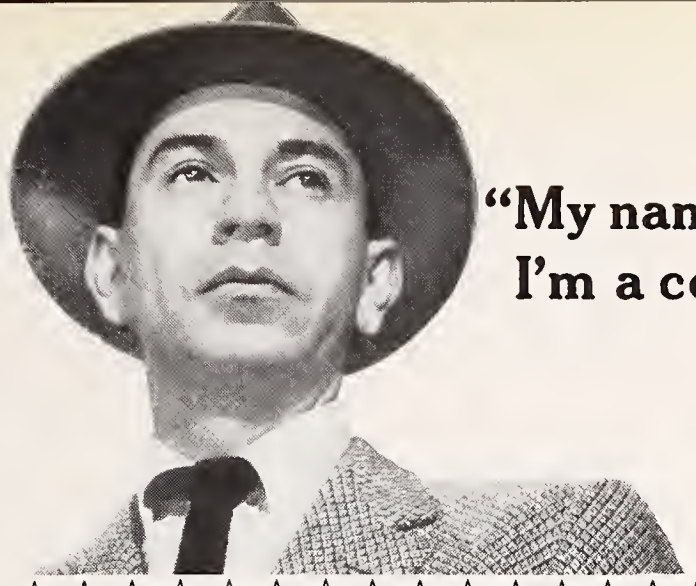
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION

BURT LANCASTER AS "HIS MAJESTY O'KEEFE" TECHNICOLOR
PARAMOUNT
TIMES SQUARE

Entirely re-styled... a newer
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
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YOUR HOSTS, The Family Jacobs

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"My name's Friday.
I'm a cop."

All you need are the facts, Mr. Business Man, and here they are. Thursday, January 28, 2:33 P.M., arrangements were concluded that made the hottest show news of the present day.

JACK WEBB

will star in and direct a feature motion picture

DRAGNET

for the customers of

WARNER BROS.



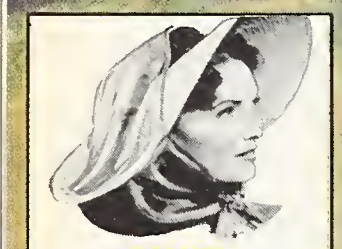
Produced by STANLEY MEYER — A MARK VII LTD. Production

THE GREATEST AMERICAN DRAMA



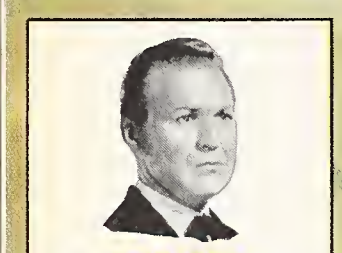
FLORINDA

Beautiful, courageous, gay, vivacious . . . born to be adored by all men.



GARNET

Sweet, mild-mannered . . . but with a yearning for romance and excitement.



JOHN IVES

A man of great charm . . . his love of the trail threatened by a new devotion.



OLIVER HALE

Young and reckless . . . could face anything but the wrath of his brother.



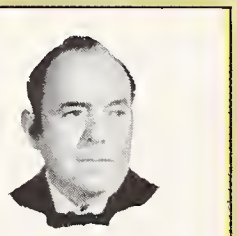
CHARLES HALE

Autocratic, calculating . . . with a selfish ambition to rule a new empire.



HANDSOME BRUTE

A magnificent giant whose great strength was never used in violence.



TEXAS

A reformed drunk, loyal and lost . . . he could help all except himself.



SILKY

A gambler with a love for elegance . . . shrewd, but always a gentleman.



Millions of readers thrilled to it as a Literary Guild Selection!

HERBERT J. YATES
presents

JUBIL

starring

VERA RALSTON · JOAN LESLIE · FORREST TUCKER · JOH RUSS

with **BUDDY BAER** · Associate Producer and Direc

Screenplay by **Bruce Manning** · Based on the Nov

A REPUBLIC PICTURE

SINCE "GONE WITH THE WIND"!



The spectacle...
the romance...
the excitement against the
panorama of the most turbulent
period in American history...alive with
love, treachery and passion...in
opening a new empire west of the Rockies!

HE TRAIL

TRUCOLOR
BY CONSOLIDATED

RAY · MIDDLETON · PAT O'BRIEN

seph Inman Kane
Gwen Bristow

Another forward step . . .

In keeping with the increasing importance of refreshment sales at both indoor and drive-in theatres, the HERALD has developed an every-week-in-the-year plan to stimulate *better refreshment merchandising.*

¶ As an expansion of service to theatre owners—and to the men responsible for building business at the theatres, the managers—this further step forward commences in the March 6th issue of the HERALD and will continue every week.

¶ In the position immediately following the Managers' Round Table department—"in the heart of the Herald"—there will be a weekly report on "Better Refreshment Merchandising".

¶ On the second week of each month it will be a complete department with additional, unique functions. An extra edition of the full department will be featured in the annual Market GUIDE issue of *Better Theatres* (March 27th).

¶ Thus, alert theatre men will be kept abreast of *better refreshment merchandising* developments 53 times in the year!

The theatre vending news department was originated by the HERALD in 1930. It was expanded in 1941, and again in 1947 when it became known as "Theatre Sales." It now moves into a considerably broadened program of progress.

To the 5,734 enrolled members of the Managers' Round Table . . .

An advance outline of the BRM plan for interchange of business-building ideas has been mailed to you. If the first special bulletin has not reached you, please advise us.

Arbitration

(*Continued from page* 1)

as stated repeatedly by Abram F. Myers, general counsel, will not accept an arbitration system which does not include film rentals in its provisions.

Johnston's letter is in line with the proposal of Theatre Owners of America at the organization's convention last November, which called for the convening of conferences of all exhibitors interested in establishing an arbitration system.

Johnston asked the exhibitor organizations to appoint an arbitration delegation of two officers or members and the organization's counsel. A similar invitation, Johnston continued, is being extended to the general sales managers and counsel of participating distribution companies.

Copies to Washington

The MPAA head went on to say that he is sending a copy of his letter to the U. S. Attorney General and to the chairman of the subcommittee of the Select Committee on Small Business in the U. S. Senate, which has "expressed great interest in arbitration."

The invitations went out to the following: Ben Marcus, president, Allied; Walter Reade, Jr., president, TOA; Harry Brandt, president, Independent Theatre Owners Association; Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association; Harry Arthur, president, Southern California Theatres Association, the latter organization replacing the recently dissolved Western Theatre Owners.

Para. Releases

(*Continued from page* 1)

2-D, and "Jivaro." In March and April "Red Garters," "The Naked Jungle," and "Casanova's Big Night" are scheduled for release.

The featurettes are titled "Calling Scotland Yard" and star Paul Douglas. All are three reels and will be released during March and April.

"With features becoming bigger and, naturally, longer, these subjects were ideally designed to round out a program, not only in single feature territories but, more importantly, in double feature territories," stated Schwalberg.

He indicated that the three-reel featurettes would become standard in Paramount distribution if the reception of the first warrants.

Dany Robin Here for 'Act' Opening Tonite

With her 10-day nationwide publicity tour for "Act of Love" completed, Dany Robin, French actress who co-stars with Kirk Douglas in the Anatole Litvak drama, returned to New York yesterday and will serve as hostess tonight for the premiere of the picture at the Astor Theatre. United Artists has invited approximately 500 celebrities to attend.



Relax 'Scope Screen Policy

(*Continued from page* 1)

exhibitions here, despite the almost hostile attitude on the subject of his audience of Cinematograph Exhibitors Association members.

Skouras said 20th-Fox will approve the use here of the British-made Stableford or Harkness screens for CinemaScope exhibition in all but large first run theatres.

The 20th Century-Fox president, although forewarned of the bitter feeling in exhibitor ranks here against his company's CinemaScope policy, was obviously surprised at the near-violent feeling of his exhibitor audience on the subject of the stereophonic sound requirement.

The exhibitors demanded that tests be made of the four-track magnetic sound and single track sound on forthcoming CinemaScope releases, with the public to be the final judge. There was, however, no indication that Skouras would agree to such demand.

His audience was completely representative of all sections of British exhibition. Several of the leading exhibitors told Skouras that the bulk of Britain's film-goers patronize subsequent run theatres and these, currently, are unable to afford the expense of installing stereophonic sound.

Several also accused 20th-Fox of endeavoring to impose through its CinemaScope restrictions a "devastating monopolistic system."

Despite Skouras's promise that his company will assist small exhibitors in securing acceptable credit terms with which to finance installation of CinemaScope equipment, C.E.A. leaders feel that the matter clearly doesn't end there. In their present temper, independent exhibitors are determined to pursue their demand that stereophony be submitted to public tests.

John W. Davies, C.E.A. president, was chairman of the mass meeting. Skouras was accompanied by Murray Silverstone, president of 20th Century-Fox International Corp.; Earl Sponable, 20th-Fox research head, and William J. Kupper, the company's managing director here.

Film Festival

(*Continued from page* 1)

in Sao Paulo, is alternate U.S. representative.

Included in the U.S. delegation is Martin Quigley, Jr., editor of the "Motion Picture Herald" and editor of the recently published volume, "New Screen Techniques." He will discuss the new photographic and projection processes, including 3-D, widescreen and CinemaScope, at one of the many forums to be held in conjunction with the film festival.

Scheduled to be shown under the American banner are Paramount's "Roman Holiday"; Universal-International's "The Glenn Miller Story"; Warner Brothers' "Hondo" in 3-D; 20th Century-Fox's "How to Marry a Millionaire" in CinemaScope, and M-G-M's "Julius Caesar."

Shorts Entered

U.S. short subjects entries include "Waterbirds," Disney-RKO; "Johann Mouse," Loew's; "Ungava," RKO-Pathe; "Bully for Bugs," Warner Brothers, and "Dancers of the Deep" in CinemaScope, 20th Century-Fox.

Besides the United States, other countries invited to attend the festival, and the number of films they have been asked to submit, are: Italy, three; England, three; France, three; Mexico, two; Portugal, one: Argentina, two; Germany, two; Japan, two; Sweden, one; Spain, one; India, one, and Austria, one.

The following are some of the American film personalities expected to attend: Tyrone Power, Linda Christian, Janet Gaynor, Adrian, Billy Wilder, Walter Pidgeon, Jeanne Crain, Paul Brinkman, Joan Fontaine, Rhonda Fleming, Irene Dunne, Dr. Francis Griffin, Jeanette MacDonald, Gene Raymond, Ann Miller, Jane Powell, Mervyn LeRoy and Errol Flynn.

Pinanski Again Director

BOSTON, Feb. 10.—Samuel Pinanski, president of the American Theatres Corp., has been reelected to the board of directors of the John Hancock Mutual Life Insurance Co. for a term of four years.

UA-Small Pact

(*Continued from page* 1)

couragement to exhibitors who may have had fears about a so-called shortage product."

The 12 new films from Small will include a minimum of two by Clarence Green and Russell Rouse, and at least one from Arthur Gardner and Jules V. Levy, producers of "Vice Squad."

RKO Board

(*Continued from page* 1)

of a special stockholders meeting to vote on the offer.

The two steps expected to be taken at tomorrow's board meeting follow the provisions contained in the Hughes' offer, which, when pro-rated among the company's stockholders, will provide for a $6 payment for each share of stock. Hughes, in making the offer, said that he would not vote on the decision, either as board chairman, or as the principal stockholder.

March 30 Is Deadline

Hughes stipulated that his offer would have to be approved by the board not later than next Monday evening, and by RKO Pictures stockholders not later than March 30.

Meawhile, trading on the stock continued strong on the New York Stock Exchange yesterday with the quotation climbing ⅛th of a point, to close at $5.25. A total of 85,500 shares was traded yesterday.

M-G-M Book

(*Continued from page* 1)

outstanding pictures of those times, then brings the reader up to date with a description of the product lineup for 1954, with a special article devoted to the company's two CinemaScope features, "Knights of the Round Table" and "Rose Marie."

Prints from mats showing scenes from nine other "Jubilee" films also are included, as are line mats in all sizes for Jubilee campaign material to be used by theatres.

How does it begin?



Where does it end?



A star's best friend...

Pictures take months to make . . .
may be *unmade* in split seconds.

For the superlative showings of which modern projection equipment is capable depend upon superlative film care.

Film coating, for example, lubrication, and inspection—all require precise knowledge, expert handling. And in cleaning, splicing, and winding, the film must be held "just so" in hands wearing the right type of glove; here, the slightest scratch means trouble.

On subjects such as these—ranging from choice of film to projection and film storage—representatives of the Eastman Technical Service for Motion Picture Film are trained to advise and work with the industry.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 30 NEW YORK, U.S.A., MONDAY, FEBRUARY 15, 1954 TEN CENTS

Rebirth Predicted

Quality Films' Increase Seen By Goldenson

Notes Tremendous Wave Of Enthusiasm at Studio

An increase in the number of "quality" pictures out of Hollywood and a general renaissance in the motion picture industry was forecast here at the weekend by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson, basing his prediction on a recent two-and-a-half week visit to the Coast, said there is a tremendous wave of enthusiasm at the studios and with such enthusiasm the industry "can't help but go forward." The AB-PT president was flanked at the press conference by John Balaban, president of Balaban and Katz, an AB-PT affiliate, who with Goldenson made a tour of the studios.

Goldenson opened the press confer-

(*Continued on page 3*)

TOA, TESMA Meets Still 'Up in Air'

The locale of this year's annual convention of the Theatre Owners of America remains "up in the air," a spokesman said, although negotiations with the Theatre Equipment and Supply Manufacturers Association for a joint conclave-trade show continue.

The subject of a convention did not

(*Continued on page 3*)

Finds Off-hour Use Grossing $3,500

Within one week, a combination of "off-hour" theatre TV and a private CinemaScope showing of a Ford presentation earned $3,500 for two Balaban and Katz houses, John Balaban, president, disclosed here at the weekend.

He expressed satisfaction with such earnings after Leonard H. Goldenson, American Broadcasting-Paramount Theatres president, reiterated his endorsement of the theatre TV medium, especially when color is added.

Text of Statement

Say Code Helps Industry Meet Its Responsibilities

Headed "Decent Entertainment Is the Best Entertainment," the following is the complete text of the statement issued at the weekend by member companies of the Motion Picture Association of America reaffirming their confidence in the fundamental principles of the industry's Production Code.

WE BELIEVE that the motion picture, as a medium of information and entertainment, is entitled to the freedom of expression guaranteed by the Constitution of the United States.

We abhor and oppose governmental censorship. Such censorship is alien to our basic American traditions of freedom.

As producers and distributors of motion pictures for a mass public, we have a continuing responsibility to the people we serve.

It is the responsibility to see that what appears in our pictures is decent and moral—fit for the families of all the world.

It is the responsibility to see that within these principles, artistic and dramatic integrity is maintained, that the screen may deal honestly and faithfully with life, and that the freedom under law which we claim shall not by its abuse descend into license.

The Motion Picture Production Code and the Advertising Code are effective means for discharging these responsibilities. This voluntary system of self-regulation was adopted in our industry nearly a quarter of a century ago.

The fundamental principles of the Production Code are not subject to change with the passage of time.

Rules and regulations accompanying the Code and dealing with customs and conventions have been changed from time to time in the light of experience.

The Code is a living instrument for our guidance.

We believe in its principles. We have adhered to them. We shall continue to live up to them.

Nothing in the Code has ever prevented the making of superlative, artistic and dramatic entertainment within the normal standards of decency and morality.

No sweeping changes or revisions are necessary to maintain this objective.

Decent entertainment continues to be the best entertainment.

S. Broidy, President, ALLIED ARTISTS PRODUCTIONS, INC.
Harry Cohn, President, COLUMBIA PICTURES CORPORATION
Nicholas M. Schenck, President, LOEW'S, INCORPORATED
Barney Balaban, President, PARAMOUNT PICTURES CORPORATION
Herbert J. Yates, President, REPUBLIC PICTURES CORPORATION
Spyros P. Skouras, President, 20TH CENTURY-FOX FILM CORP.
Milton R. Rackmil, President, UNIVERSAL PICTURES CO., INC.
Albert Warner, Vice-President, WARNER BROS. PICTURES, INC.

Retain Faith

MPA Members Pledge to Keep Present Code

No Sweeping Revisions Necessary, They State

Acting on the premise that "decent entertainment is the best entertainment," eight member companies of the Motion Picture Association of America have pledged their continued support of the industry's Production Code and the Advertising Code.

In a formal statement of policy, published in full in adjoining columns, the companies at the weekend declared that the fundamental principles of the Code are not subject to change with the passage of time and that no sweeping changes or revisions in the document are necessary.

Reaffirmation of the PCA's purposes was signed by the presidents of Allied Artists, Columbia, Loew's,

(*Continued on page 6*)

Brandt Acquires 18 St. Cloud Theatres

Brandt Theatres last week purchased the 18 New Jersey theatres of the St. Cloud Amusement Corp. from Harvey Newins, Irving Wormser and Warner H. Mandell. Frank Fowler will continue as general manager of the houses.

The acquired theatres are in Belvidere, Blairstown, Clinton, Flemington, Franklin, Frenchtown, Hackettstown, High Bridge, Lambertville, Newton, Sparta, Sussex and Washington. Brandt officially took over the theatres yesterday.

Harry Brandt said at the weekend that six would be equipped with stereophonic sound immediately.

Communion Breakfast For 2,000 on Coast

HOLLYWOOD, Feb. 14.—Approximately 2,000 film people attended the third annual Motion Picture Communion Breakfast today at the Palladium following Mass at Blessed Sacrament Church. James Francis Cardinal McIntyre delivered the principal address.

Personal Mention

GEORGE BURROWS, executive vice-president and treasurer of Allied Artists, left here over the weekend for Hollywood.

•

DOUGLAS J. AMOS, district manager for Lockwood and Gordon Theatres in Hartford, has returned there following a month in Florida and the Caribbean.

•

JOHN C. FLINN, advertising-publicity director of Allied Artists, left here yesterday for Dallas, where he will join WALTER WANGER en route back to the Coast.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, returned at the weekend from visits to company exchanges from Chicago to the Coast.

•

T. RAY TUBMAN, district manager of Famous Players Canadian in Eastern Ontario, has left there for a vacation in Miami.

•

MIKE ALPERIN, operator of the Windsor Locks and Southington Theatres, Conn., has left there for a vacation in Florida.

•

JOSE SHORR, Columbia Pictures publicist, has been elected corresponding secretary of the Society of Magazine Writers.

•

J. B. HEARD, owner of the Star Theatre, Roanoke, Ala., has again taken over the house after having leased it to others.

•

AL O'KEEFE, vice-president in charge of distribution for Pola-Lite 3-D glasses, has arrived in Los Angeles from New York.

•

SI FABIAN, president of Stanley Warner Theatres, is vacationing in Miami, and is due back here Thursday.

•

MORRIS MECHANIC, owner of the New Theatre, Baltimore, is vacationing in Florida.

•

AL DOMIAN has returned to Loew's Poli, Bridgeport, after having served as relief manager in Springfield, Mass.

•

DAN S. TERRELL, publicity manager for M-G-M, is due back here today from the Coast.

•

DON LOPER, Hollywood designer, is here from the Coast.

•

MARGARET ETTINGER, publicist, has returned to the Coast from here.

•

NED E. DEPINET left here at the weekend for a vacation in Arizona.

'Robe' Back on B'way.

"The Robe" will return to Broadway Feb. 27 with an engagement of indefinite length at the Globe. The 20th Century-Fox CinemaScope release opened at the Roxy last Sept. 16.

ITOA Accepts Arbitration Bid; Allied Position Seen Remaining Unchanged

The Independent Theatre Owners Association of New York has voted to accept the Motion Picture Association of America's invitation for a conference to discuss the establishment of an industry arbitration system. At a special meeting on Thursday, president Harry Brandt was authorized to send the official acceptance letter to Eric Johnston, MPAA president. While Theatre Owners of America had not accepted the bid at the weekend, it is a foregone conclusion that it will do so immediately inasmuch as the TOA instigated the move for the resumption of the negotiations.

The Metropolitan Motion Picture Theatres Association will be represented at the distributor-exhibitor meetings only by "observers" because the organization is prevented by its constitution from dealing with trade practices. The position of Allied States Association on the subject of arbitration remains unchanged, with the feeling among trade observers that the organization will not participate. However, the issue may be taken up at a meeting of the Allied board here Feb. 25-26.

Litvak, Dany Robin Greet 'Act' Guests

The New York premiere of "Act of Love," which was held Thursday at the Astor Theatre, was attended by approximately 500 guests prominent in the entertainment, civic and diplomatic fields.

Official host and hostess on the occasion were Anatole Litvak, who produced the United Artists feature, and Dany Robin, French actress who makes her American screen debut in the film.

Senate Group Sees Stability USIA Need

WASHINGTON, Feb. 14.—A Senate Foreign Relations Subcommittee in its final report said that the main thing the government's overseas information program now needs is a "period of stability and continuity of direction."

The report came from a subcommittee headed by Sen. Hickenlooper (R., Ia.), which has been studying the program for several years. Saying that there had not been time, since the information program was separated from the State Department, to evaluate fully the changes in the program, the report admitted shortcomings still exist, but said there had been progress in developing an efficient and effective program. No special observations about the film program were made.

Gov't Unit Cites Wolfson

Mitchell Wolfson, circuit executive and official of the Theatre Owners of America, has been cited by the President's Committee on Employment of the Physically Handicapped "in grateful appreciation for the leadership he has demonstrated in a field which is unique but very important and vital to this country." Presentation was made by Maj. Gen. Melvin J. Maas, of the U. S. Marine Corps Reserve.

UA Feature Renamed

"Southwest Passage" has been chosen as the new title for the United Artists film which Edward Small produced as "Camel Corps" and which more recently was known as "Camels West."

Asks Judge's Verdict In Jeffers-SEG Case

HOLLYWOOD, Feb. 14.—Superior Judge George Dockweiler will rule Monday on a request for a verdict by counsel for Michael Jeffers, actor, after the jury on Thursday night had failed after four days of deliberations to agree on a verdict in Jeffers' $200,000 libel suit against the Screen Extras Guild, which had been given to the jury Monday after 118 trial days. Jeffers had charged the SEG libelled him in printed matter circulated by the Guild linking him with Communist-influenced organizations active in the 1945 studio strike called by conference studio unions.

Jeffers' counsel stated his belief that the jury was hopelessly deadlocked and requested the judge to render a verdict.

The jurist recessed the jury on Thursday until Monday and said he would study the legalistic question as to whether the court has the right to render its own verdict after the jury has completed hearing the case.

UA Now Financing 80% of Releases

United Artists is now financing the production of "better than 80 per cent" of its releases, Max Youngstein, vice-president, stated Thursday.

He added that "all of the Hecht-Lancaster pictures and a substantial part of the Edward Small deal" are to be financed in UA's production-distribution plans for 1954 and 1955.

With at least 48 releases, exclusive of re-releases, planned for both 1954 and 1955, Youngstein said that the UA product lineup is being "increased as much as possible."

Four Films in March From Allied Artists

Four new films will be released nationally in March by Allied Artists, according to present plans of Morey R. Goldstein, vice-president and general sales manager. The pictures and their release dates are: "Paris Playboys," March 7; "Mr. Potts Goes to Moscow," March 14; "Dragonfly Squadron," March 21, and "Loophole," March 28.

Justice Dept. Gets Allied Complaint on Fox Sound Policy

WASHINGTON, Feb. 14.—Allied States Association's complaints against 20th Century-Fox's stereophonic sound policies have been formally filed with the Justice Department.

The complaints were sent to Attorney General Brownell Friday by general counsel Abram F. Myers. Both Allied's drive-in convention and Allied's board approved resolutions attack the 20th-Fox insistence that CinemaScope showings be restricted to theatres with stereophonic sound equipment. While the resolutions were confined to the drive-in field, the complaint filed with the Justice Department commented on the situation in indoor theatres as well.

Reticent Regarding Letter

Myers refused to reveal details of his covering letter. He said he had no plans for sending copies of the complaints to key members of Congress but that he would be "very much surprised if some of the drive-in owners didn't call it to the attention of their Congressmen."

Myers called attention to one error in an earlier MOTION PICTURE DAILY story on the response to Allied's stock-buying plan. That story said exhibitors answering Allied's questionnaire within the first two weeks had pledged over $300,000 to the plan and reported owning already about $40,000 in film company stocks.

Own 40,000 Shares

The exhibitors answering the questionnaires in the first two weeks already own about 40,000 shares in film company stocks—not $40,000 worth of stock, Myers said. The corrected figure would indicate a far greater stock ownership than the earlier figure did.

Abraham Spitz, 100, Dies in Providence

PROVIDENCE, Feb. 14.—Abraham A. Spitz, 100, who was reported to be the oldest exhibitor in the United States, died here yesterday. Spitz had been active in theatrical work until last summer when his health began to fail.

Sam Herman, 65, Dead

CHICAGO, Feb. 14.—Sam Herman, 65, veteran theatrical booker who died in Miami last week, was buried here. Herman, who had booked his shows in many Chicago theatres, had been in semi-retirement in recent years because of illness.

Praised for 'Dimes' Aid

ORRVILLE, O., Feb. 14.—Leonard Mishkind and S. P. Gorrel, owners of the Orr Theatre here, and Frank Maney, manager of the house, have been cited by the Orrville "Courier-Crescent" for "the finest community spirit" in turning over 60 per cent of the theatre's receipts to the March of Dimes campaign on a recent evening.

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TOA-TESMA

(Continued from page 1)

come up at the TOA board meeting in Washington recently and whether Kansas City, which was semi-officially designated as the 1954 convention site, will be the host this year has not been determined.

It is reported that TESMA still is holding out to make Chicago's Conrad Hilton Hotel the site of not only this year's trade show and convention but those to be held every year, because of the facilities. This would indicate that if TOA wants to tie up with the equipment branch of the industry, it will have to again convene in Chicago, the locale of last year's meet.

Allied States Association has stated it will not switch its plans to hold this year's convention in any city except Milwaukee, which was selected at last year's Boston conclave, regardless of what TESMA decides to do about its trade show.

Indiana Suit Against Loew's, Others Filed

CHICAGO, Feb. 14.—Attorneys Sheldon Collen and Seymour Simon filed a suit here Thursday on behalf of Louis Philon and the Liberty Theatre, Michigan City, Ind., against Loew's, Inc.; Indiana-Illinois Theatres, Inc.; and Indiana-Illinois executives Alex Manta and Jack Rose, asking for an injunction to prevent the defendants from continuing an alleged conspiracy to monopolize first-run pictures in Michigan City.

The suit, filed in U.S. District Court, further alleges a history of past efforts on the part of Indiana-Illinois to take pictures away from the Liberty, including bidding so high for the pictures in their Tivoli and Lido theatres that losses on the engagements were certain.

The present action came about as the result of Indiana-Illinois informing the distributors that the circuit no longer wanted to split product with the Liberty and preferred bidding. Inasmuch as Loew's is the only company to accede to this request, no other distributors are named defendants.

The case will be heard by Federal Judge Julius Hoffman, but no date has been set as yet.

Industry 'Comeback' Lauded in Editorial

CHICAGO, Feb. 14.—An editorial praising the film industry for its new vigor after a period of gloom has been published by the Chicago "Daily News."

"The days of despair induced by television are now forgotten by an industry which got a glimpse of handwriting on the wall and decided to do something about erasing it," the editorial said. "Bigger pictures and new film dimensions have been used by Hollywood to meet and conquer the threat of television," the editorial stated in pointing out that an Associated Press story from Hollywood reports that "after five years of gloom the film industry is enjoying good times again and looking forward to better ones."

Goldenson on Product

(Continued from page 1)

ence by referring to his November address to the Theatre Owners of America convention in which he urged exhibition to keep "alert" on the product situation, advocating exhibition to get into production if the shortage is "acute." He said that he still feels there is a "need for more product today," but "there are enough signs that the decline in the number of quality pictures is leveling off and is on the way up."

The AB-PT president also expressed his sentiments dealing with low-budgeted pictures, stressing the need for them, maintaining that there is currently a market for them.

The thought that "only big pictures can make money is silly," declared Goldenson, referring to his circuit's success with such pictures as "Wicked Woman," "Vice-Squad" and the double-bill reissue of "Public Enemy Number 1" and "Scarface." Goldenson said that while in Hollywood he outlined his sentiments to Edward Small and received an enthusiastic response. Exhibition, he went on, is a 52-week a year business and there is room for both big and small pictures and the latter can be successful, he went on, with off-beat themes, an accent on action, or with other ingredients.

Balaban Tells of Studio Activity

Balaban joined with Goldenson in pointing out that all the studios were enveloped in programs to develop new talent, stars, directors, writers and others. Balaban told how warmly he, Goldenson, and R. J. O'Donnell, vice-president of Texas Interstate Circuit, another AB-PT affiliate, were welcomed at the studios. He said one of the reasons for such a reception was that since divorcement the studios are not as aware as formerly of exhibition's needs and they welcome information that exhibition can give them.

The Balaban and Katz president said that the visiting delegation relayed the experience of AB-PT theatres in regard to home television competition, which Balaban said declined as a competitive factor over a two-year period with theatre attendance spurting ahead after the TV novelty wears off.

Goldenson, saying that the industry after hitting "rock bottom" in the past three or four years, will now move ahead, observed that there is room for every medium of entertainment.

Cites 'Added Value' of Stereo

Goldenson called stereophonic sound "an added value" to a picture and told of his talks with Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production. The AB-PT president said that it is wrong to expect perfection in stereophonic sound at this early stage and added that Zanuck is well aware of the stereophonic sound problems and is seeking to solve them. Goldenson put the number of CinemaScope installations in the AB-PT circuit at from 250 to 300.

While acknowledging that AB-PT has no plans to engage in film production, he said exhibition still should consider production on its own and keep alert to the product situation. He said he intends to make a number of Hollywood visits during the year, possibly every four or five months to keep abreast of developments.

Balaban held out hope for exhibitors faced with the introduction of TV in their areas, claiming that it has been his experience that it takes a shorter time for theatre attendance to bounce back today than it has in the past, when home TV moved into an area.

Holds Theatre TV A Public Service

Theatre television in booking outstanding sports events is supplying a "public service" and is not the "villain" portrayed by opponents of the medium, Nathan L. Halpern, president of Theatre Network Television, declared here at the weekend.

Halpern spoke of theatre TV's role at a panel discussion at the Hotel Roosevelt sponsored by the Radio and Television Executives Society. The panel had as its moderator James L. Fly, chairman of the Federal Communications Commission, who, in his introduction, acknowledged that there were two sides to the issue of sports on free and paid TV.

The TNT president forecast that more sporting events would be seen on theatre TV in the years ahead, although he pointed out that there will be a large number of sporting programs which will continue on home radio and TV. He said theatre TV supplied an economic vehicle for sport promoters who found that home radio and television are cutting heavily into their gate.

Ned Irish, another panel speaker, told of the experience of Madison Square Garden, the sports arena of which he is executive vice-president. He, too, told of decreasing gate receipts because of home TV. He said, however, that the Garden will continue to sell to radio and TV as long as it is profitable.

Finalize Plans for Variety Convention

DALLAS, Feb. 14.—Final details are being completed here for the Variety Clubs International convention which will start five days of activities on March 21. John Rowley, general chairman of the convention, has announced that the program for the conclave has been finalized.

Chairmen and the committees which they head are: Albert Reynolds, registration and hotel; C. A. Dolsen, greeters; Meyer Rachofsky, financial; Ronald Martin, transportation; Mrs. John Rowley, ladies; Charles Darden, Boys Ranch program, and Kendall Way, club rooms.

In addition to the business sessions and luncheons, entertainment by top talent will be featured every evening in the club rooms and at the Hotel Adolphus roof garden. Special programs have been arranged for the delegates' wives. Among the events scheduled are a frontier festival, sponsored by Pepsi Cola; a Boys Ranch roundup and barbecue, sponsored by Coca Cola, and the Humanitarian Award banquet, which will climax the convention.

Murphy Reelected

HOLLYWOOD, Feb. 14.—The Hollywood Coordinating Committee board directors on Thursday re-elected George Murphy president for the ninth year.

Seek Big Property And Top Star for 3rd in Cinerama

A big story property, coupled with talent of star caliber, is being sought for the third Cinerama production, it is learned, as Stanley Warner executives continue talks with major studio representatives and independents on production plans.

The reasoning behind looking for a "big" property with top story and talent values is that it is felt that the third Cinerama production must open a new path for the medium, relying less on the travelogue aspect as contained in "This Is Cinerama" and to a lesser degree in the forthcoming "Holiday Parade."

Another factor weighing in the decision, it was pointed out in trade quarters, is that Cinerama will have to meet the competition of the new Todd-AO 65mm. medium, the first production in which will be "Oklahoma!"

Contracts Up for Review

Meanwhile, with Cinerama Productions, Inc. no longer in the production and exhibition field, having sold its rights to Stanley Warner, the contracts of Louis B. Mayer and Merian C. Cooper are up for review. Mayer, who is board chairman of Cinerama Productions, has a contract calling for the payment of $1,000 per week as "consultant," while Cooper, now a director in the company, has a contract calling for the payment of $1,100 weekly to him and Argosy Pictures as production head for Cinerama. As stated in the last annual report of Stanley Warner, the salaries of Mayer and Cooper are in arrears. Mayer, who is expected in New York within the next two months, is slated to confer with Cinerama Production officials on the status of his contract.

FPC Installing 'Scope At 1-a-Week Rate

TORONTO, Feb. 14.—CinemaScope is being installed in units of Famous Players Canadian Corp. at the rate of one theatre each week. The latest Ontario theatre with CinemaScope is the 955-seat Paramount at Peterborough.

Loew's with installations here and at London, Ont., is the only other Canadian circuit with CinemaScope equipment.

Claim New Speaker For 'Scope Drive-Ins

DALLAS, Feb. 14.—A single drive-in speaker which, it is claimed, will competently reproduce high fidelity sound for CinemaScope or other new processes was disclosed here by the International Drive-In Theatre Owners Association. The speaker will be available through the association, according to its president, Claude Ezell.

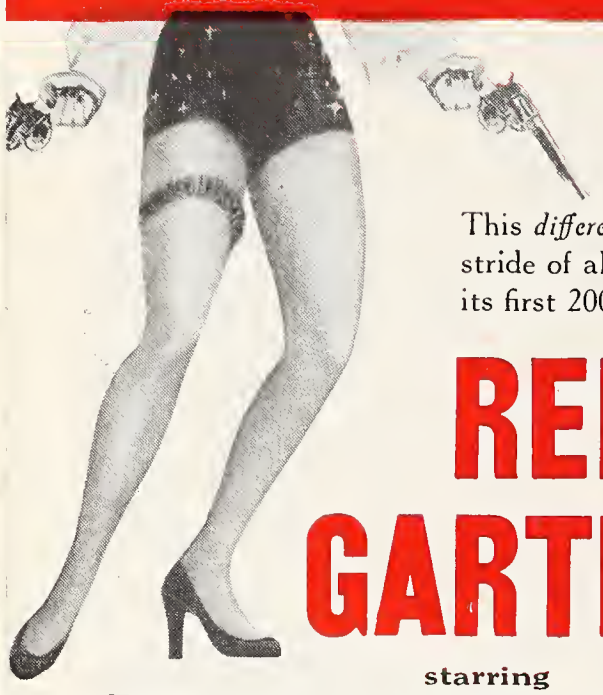
Officials of 20th Century-Fox said in New York that they knew nothing about the new speaker for drive-ins announced in Dallas and that, therefore, it had not been approved for presentation of 20th-Fox CinemaScope productions.

THE FINAL COUNT IS IN!

PARAMOU
IN MONEY-MA

in M. P. Herald's Fame, in Boxoffic

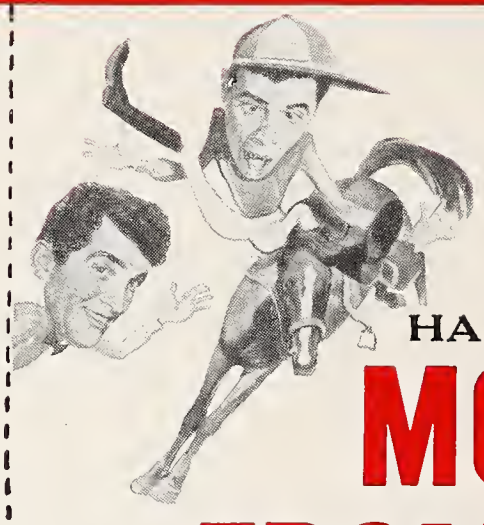
AND NOW PARAMOUNT CONTINUES ITS LEAD WITH THE LARGEST N



This *different* picture is hitting the stride of all-time musical greats in its first 200 Texas dates.

RED GARTERS

starring
Rosemary Clooney • Jack Carson
Guy Mitchell • Pat Crowley • Gene Barry
Cass Daley • Color by Technicolor



Terrific in 3-D now! Available for 2-D showings soon. It's definitely record-smashing in any dimension.

HAL WALLIS'

MONEY FROM HOME

starring
Dean Martin and Jerry Lewis
Color by Technicolor



Daring love, set in outdoor spectacle — and topped by a startling, spectacular climax by Producer George Pal.

THE NAKED JUNGLE

starring
Eleanor Parker • Charlton Heston
Color by Technicolor

This adventure in the farthest outposts of the frozen north will be plenty hot at *your* boxoffice.



ALASKA SEAS

starring
Robert Ryan • Jan Sterling
Brian Keith • Gene Barry

GREAT PARAMOUNT NEWS AND SHORTS TO



IT ALL ADDS UP!

NT LEADS KING PICTURES

arometer, in Variety's Annual Survey

BER OF BIG ATTRACTIONS FOR THE LARGEST NUMBER OF THEATRES



Rocking audiences everywhere as two women fight for one man, pitting instinct against experience.



FOREVER FEMALE

starring
Ginger Rogers • William Holden
Paul Douglas • James Gleason
Pat Crowley

Adventure in the Amazon headhunting country — with four men battling for gold and a golden-haired woman.

JIVARO



starring
Fernando Lamas • Rhonda Fleming
Color by Technicolor

For Easter! Bob Hope surrounded by production splendor and strong star support in a big song-and-laugh show.



CASANOVA'S BIG NIGHT

starring
Bob Hope • Joan Fontaine
Basil Rathbone • Audrey Dalton
Color by Technicolor

A trio of magnetic stars in a thrilling and spectacular picture filmed in fabulous Ceylon.



ELEPHANT WALK

starring
Elizabeth Taylor • Dana Andrews
Peter Finch • Color by Technicolor

HAVE YOU PLAYED "POPEYE" AND "CASPER" IN 3-D?

BROTHERHOOD WEEK—
FEB. 21—28

Ampa School Hears Three Champion Production Code

Endorsement of the Production Code Administration as an agency which protects the public from the "abuses" of "quick money-making" producers came from Mrs. Dean Gray Edwards, motion picture chairman of the General Federation of Women's Clubs, in a forum on the Code here last Thursday.

Mrs. Edwards was one of three speakers in support of the Code who addressed the 12th and final session of the 1953-54 Showmanship School of the Associated Motion Picture Advertisers. The others were M. L. Simons, director of exhibitor relations for M-G-M, and Philip J. O'Brien, an attorney specializing in censorship law, formerly on the legal staff of the Motion Picture Association.

Warns of 'Pitfalls'

Declared Mrs. Edwards: "I think I can safely say that what the thinking women of this country want are films to which they can go with their families, which adolescents may attend, and decent people generally, without fear of encountering salacious or off-color material to offend them. . . . We think that the experience of the Production Code Administrators with the complaints of the public back in the 1920's is far more to be depended upon than the judgment of the producers in the field who could not possibly know all the pitfalls of public objections."

Simons said: "I think I can safely say on behalf of our exhibitor customers that, with few exceptions, they want no part of pandering to the lowest tastes in their communities, for the simple reason that, historically, they know there is no profit in wrongdoing."

Cites Other Fields

O'Brien called attention to the "La Ronde" and "M" decisions, as a healthy awareness on the part of the public of the existence of government censorship in the U.S. He pointed out that there is a wide difference between the industry telling itself what it will not do and the government telling the industry what it cannot do. O'Brien, upholding self-regulation, pointed to other industries, such as the Society of Newspaper Editors and radio and television, which have adopted codes.



MPA Pledge

(*Continued from page* 1)

Paramount, Republic, 20th Century-Fox, Universal and Warner Brothers. United Artists is not a member of the MPAA and RKO Radio is not in good standing as a member at present because of the situation created by the release of "The French Line" without a PCA seal and in violation of MPAA regulations.

Impressive Answer

In substance, the stand taken by the companies appears to be the official answer to those who have advocated changes, radical or otherwise, in the provisions of both the industry's production and advertising codes.

Date 'Phantom' Into 250 Mid-West Houses

Warner's "Phantom of the Rue Morgue" will open Feb. 24 in 250 theatres in the Cincinnati, Cleveland and Indianapolis exchange areas, after an extensive advertising campaign.

To exploit the 3-D and Warner-Color release, Warners has planned 16 TV trailers, special radio spot announcements and newspaper advertising, and a shadow-box display for participating theatres.

The display, which Warner says is the first of its kind ever made available, is expected to create advance interest by its use of lighting and dimensional effects.

Mayer in Defense Of Foreign Films

Arthur L. Mayer, president of the Independent Distributors' Association of America, in a letter to Auxiliary Bishop Joseph Flannelly, administrator of St. Patrick's Cathedral here, takes issue with the churchman for his recent reference to "an impending plague of loathsome foreign pictures." Bishop Flannelly had stated that the decision of the U. S. Supreme Court on censorship could bring "a filthy avalanche on the nation."

In his letter, Mayer pointed out that no foreign film could be imported until passed by U. S. customs officers and thereafter they must be approved by various censor boards.

"If by 'loathsome' you are referring to pictures dealing with reasonable candor with some of the problems of modern life, we must protest that it is possible to regard such films as praiseworthy without thereby becoming 'immoral, un-American purveyors of filth,'" Mayer wrote. "If, on the other hand, you have in mind pornographic or obscene motion pictures, we, who are in close touch with the situation, can assure you that the danger you predict does not exist."

Miss Ball and Arnaz Coming for 'Trailer'

Lucille Ball and Desi Arnaz, stars of M-G-M's "The Long, Long Trailer," will arrive in New York Thursday and will make a personal appearance the same night at the Radio City Music Hall premiere of the film. They will also participate in ground-breaking ceremonies for the new Red Cross building in Brooklyn and will make an appeal for the Heart Fund.

Goldenson Reaffirms Support of Code

Reaffirming his strong support of the Production Code, Leonard H. Goldenson said as president of the American Broadcasting - Paramount Theatres circuit he recommends that no picture without a Code Seal should be exhibited in an AB-PT house.

Goldenson at his press conference at the weekend explained that the AB-PT operation is a decentralized one and that the affiliated circuits do their own booking. However, he added, "our recommendation is not to play a picture without a Code Seal." "Our own feeling," he continued, "is that the Code should be adhered to and followed at all times." Its principles, he added, "are sound and are for the good of the industry."

Traub Asks Revision Of Md. Censor Laws

BALTIMORE, Feb. 14.—A change in Maryland's censorship laws has been asked by Sydney R. Traub, chairman of the State Board of Motion Picture censors.

During a radio broadcast Traub declared that the state legislature, now in session, "should commence to spell out in carefully written provisions what is deemed acceptable and what is deemed unacceptable," in the state's censorship statutes, otherwise the United States Supreme Court "may ultimately knock down other, and possibly all, undefined categories in our statute."

Adjectives Unchallenged

At present, only the words "indecent" and "obscene" remain unchallenged by either the Baltimore City Court or the Supreme Court, he pointed out.

Traub added that the Maryland censor board is "watching with a great deal of interest" the actions of other state censorship boards since the Supreme Court overthrew bans in Ohio and New York.

A bill now before the legislature seeks to make the Maryland Court of Appeals instead of city courts the final arbiter in censorship appeals by the censor board and exhibitor or distributor appellants.

ABC Salutes ASCAP On Two Radio Shows

The ABC radio network saluted ASCAP Saturday and yesterday on the latter's 40th anniversary. George Jessel was the narrator on a two-hour program Saturday night and Paul Whiteman honored the organization on his show yesterday. Stanley Adams, the society's sixth president since its founding in 1914, spoke on both programs.

TV Promotion for 'Cell'

To promote the New York opening of Walter Wanger's "Riot in Cell Block 11," Allied Artists has purchased more than 50 announcements over WCBS-TV. The promotion started Friday and will run for eight days. The picture opens at the Mayfair Theatre on Thursday.

Independent Product Increasing; Rates a Code Role: Arnall

HOLLYWOOD, Feb. 14.—Independent production is on the upswing, Ellis Arnall, president of the Society of Independent Motion Picture Producers, told the organization's executive committee at a luncheon meeting here on Thursday. Arnall also cited Samuel Goldwyn's recent stand on the Production Code as he spoke of independent producers furnishing more industry leadership than formerly.

Arnall said that "major companies are recognizing the advantages of independent production and are decentralizing their operations in order to utilise independent units. As SIMPP's export unit is becoming increasingly active in foreign film markets, independent producers should be accorded more recognition in industry affairs at home and abroad," Arnall said.

Asks 'Full Voice'

Although he lauded Goldwyn's intention that the Code should be re-examined, Arnall added that "revision of the Code is not something that should be left in the hands of major company presidents in New York. This is a matter that vitally concerns every creator of motion pictures, and is something in which independent producers must have a full voice."

"Independent producers," he said, "live under and support the Code. We help finance it. I fully agree with Goldwyn's position that the Production Code must never serve as a license for filth or vulgarity, or for a violation of the basic principles upon which the Code is founded.

Offers No Definite Plan

"But I also believe with him that the time has come to look at the Code again in the light of present day conditions. In the process independent producers must have fully as much to say about the final result as anyone else—bar none," Arnall said.

Arnall did not offer plan or procedure for taking part in the proposed re-examination of the Production Code. He left by plane for Atlanta following the meeting.

Sunday Film Issue Is Shifted to County

CHARLOTTE, N. C., Feb. 14.—The problem of Sunday shows here which now are prohibited between 6 and 9 P.M., was given to the County Commission by the City Council at its meeting last week.

The County Commissioners stated that they are not a law-making organization, and that laws for business in areas lying outside the city must be made by the General Assembly at Raleigh.

Finney May Produce Picture in Spain

Independent producer Ed Finney is planning to produce a picture in Spain next summer, with possible production assistance from the Spanish government, he said. Titled "An American in Spain," the picture will feature some Hollywood names.

Finney said he was negotiating with Rudolf Friml to write the music for the production.

Rank Averts Tie-up Through Firm Stand At Pinewood Studio

LONDON, Feb. 14.—Following an unexpectedly firm stand by the Rank Organization, a threatened dislocation of production schedules at the Organization's Pinewood Studio has been averted.

One hundred members of the National Association of Theatrical & Kine Employees had been given notices of dismissal in view of a temporary and seasonal cut-back in production. The works committee at the studio demanded a meeting with the studio executives and announced that failing the withdrawal of the dismissal notices a ban on overtime would be imposed forthwith.

NATKE's Pinewood shop stewards were promised the support of the other studio unions; namely, Association of Cine & Allied Technicians and the Electrical Trades Union.

The Rank Organization refused to meet its employees so long as the threat of an overtime ban persisted. The Organization maintained that the threatened ban was a breach of an agreement between the Producers' Association and the unions and stated that if the ban were imposed studio production would be stopped and employees' agreements terminated.

At meetings of members of all three unions it was decided to lift the overtime ban.

Pathe Lab. Expands 16mm Color Process

Pathe Laboratories has expanded its 16mm Pathecolor processing operation and has entered the commercial field. While Pathe Laboratories has been processing color for three years, 16mm Pathecolor was perfected only two months ago. Pathecolor 35mm processing however, has been under way for more than a year.

James L. Wolcott, executive vice-president of Pathe Laboratories, said that based upon the success Pathe engineers have had with 16mm Pathecolor, he recently sent Kurt Kanis and James S. Burkett, sales managers for Pathe's New York and Hollywood plants, respectively, to Chicago to introduce 16mm Pathecolor to midwestern producers.

Chicago Red Cross Trade Unit Meets

CHICAGO, Feb. 14.—The amusement division of the 1954 Red Cross drive here held its first meeting at the Chicago Athletic Association. Co-chairmen Bob Flannery of White Way Sign Service and Abe Platt of Balaban and Katz presided.

Team captains of the amusement division attending were: Lou Abramson, Mannie Gottlieb, Robert Harrison, John Jones, Louis Lindenthal, Ben Lourie, Irving Mack, Nate Platt, Jack Rose, Mannie Smerling, Arnold Stern, Bruce Trinz and Dave Wallerstein.

'Banana' to Bow Friday

United Artists' "Top Banana," starring Phil Silvers in the film version of the Broadway musical, will have its New York premiere at the Victoria Theatre here on Friday. Supporting Silvers is the entire original cast of the Broadway production.

Reviews

"The Naked Jungle"

(Paramount) *Hollywood, Feb. 14*

THE unique artistry of George Pal, displayed at its zenith in the unexcelled "War of the Worlds," is brought to bear here on subject matter far less worthy of the Pal devices of deception if, indeed, worthy of having been filmed at all for theatrical entertainment use. The principal subject of this Pal presentation is the deadly soldier-ant, the dread insect given to marching, army-fashion and billions strong, across mountains, jungles, whole continents, devouring all life, vegetable and animal, in its miles-wide path.

Producer Pal's representation in Technicolor of such an ant-army marching across South American jungle country in 1901, consuming people as well as lesser living things, is realistic to the point of repellency. A man shown in vigorous health in one scene is discovered a stark skeleton a few minutes later; a partially eaten field-worker is close-upped prostrate and bleeding; player after player is photographed trying to fight off myriads of ants swarming over hands, face, body. The soldier-ant doubtless has a place in the science film for educational use. As dealt with here, with accent on horror and for purposes of dramatic shock, its place in the world of entertainment is extremely questionable.

The soldier-ant footage, comprising perhaps the last 20 minutes or so of an overlong picture, is preceded by a slow, awkwardly told story about a jungle plantation owner and the girl he has married by proxy and who has come to join him as the picture opens. Charlton Heston and Eleanor Parker portray these roles like puppets stalking through a stodgy script by Philip Yordan and Ranald MacDougal, based on a story by Carl Stephanson, which gains nothing like headway or conviction from Byron Haskin's sluggish direction. Heston is supposed to be a pioneer planter who has dug out a jungle empire for himself but the script never lets him talk or act like one. Miss Parker comes a little closer to resembling a young widow of beauty and culture who's married him sight-unseen and declines to leave the place at his urging when danger impends. Neither these nor any of the others in the cast, except the ants, ever seem for a moment to be what they're supposed to be.

Running time, 93 minutes. Adult audience classification. Release in February.

WILLIAM R. WEAVER

"Duffy of San Quentin"

(Warners)

IT is quite natural that the reflections of Warden Clinton Duffy, who spent more than a half-century at San Quentin Prison, should bring back memories of hectic times. Paul Kelly plays the noted warden, with Joanne Dru providing a bright feminine touch to the story. Here and there the recollections are shaped into vigorous melodrama, and a touch of humor helps the narrative balance, but for the most part, the story unfolds like a standard prison drama.

When Duffy first took over as warden the appointment was to have been for 30 days. Immediately he abolished the stool pigeon system, solitary confinement, and other practices. The innovations put Duffy between some uncomfortable crossfires, even the one which involved the introduction of a lady nurse to the prison, in this instance Miss Dru.

Much of the drama in the screenplay by Walter Doniger centers around an "incorrigible" prisoner, Louis Hayward. Duffy builds up trust and respect in him. Eventually Hayward wins his freedom, largely through the efforts of the district attorney, now also a prisoner, who sent him to jail.

Other elements that run through the story are attempted prison breaks, enmity and jealousy between the prisoners, and various incidents of good and evil.

Also in the cast are Maureen O'Sullivan as Duffy's wife, and George Macready as the shady prosecutor. Berman Swarttz and Doniger produced, and Doniger also directed.

Running time, 78 minutes. General classification. Release date, March 13.

House Group Vetoes AAAA Income Plea

WASHINGTON, Feb. 14.—The House Ways and Means Committee decided not to do anything about a Hollywood proposal that taxpayers be allowed to average their income over five years or longer.

That suggestion was proposed to the committee during its hearings last summer by spokesmen for the Associated Artistes and Actors of America. It was argued that actors, writers and others have wide fluctuations in income from year to year, and that their taxes should take this into account.

The committee, continuing its voting on the technical revision bill, decided against making any major changes in the present law, which permits income to be spread over several years if 80 per cent or more of the pay is received in one year and if the work for that pay is performed over 36 months or more.

MGM Sets 4 for Hall To Follow 'Knights'

Four M-G-M films will follow that company's "Knights of the Round Table" at Radio City Music Hall here. They are "The Long, Long Trailer," which will open there Thursday; "Rhapsody," starring Elizabeth Taylor and Vittorio Gassman; "Rose Marie," with Ann Blyth and Howard Keel, and "Executive Suite."

In 1953, nine M-G-M films played an aggregate of 35 weeks at the Music Hall.

Returns to Exhibition

PORTSMOUTH, O., Feb. 14.—Nathan Wolf, who resigned two years ago as Warner Ohio zone manager in Cleveland with the intention of retiring, has re-entered the industry by acquiring the Columbia Theatre here from the Stanley Warner circuit. The house previously was under his jurisdiction.

U. S. Tax Collections Down on New Basis By 21.6 Per Cent

WASHINGTON, Feb. 14.—General admission tax collections from July through December last year were about 21.6 per cent below collections in the like 1952 period, the Internal Revenue Service said.

It listed collections for the last six months of 1953 of $136,320,000, compared with $173,828,000 for the corresponding 1952 months.

The figures are not too meaningful, however, since last July the Service switched to a new basis for reporting excise collections, and exhibitor payments are lagging considerably behind those a year earlier.

This situation is pointed up by the December figures, also released by the Service today. It showed collections of only $433,000 for December 1953, compared with $27,160,000 for December 1952.

'Mission' Premiere Feb. 25 in Salt Lake

"Dangerous Mission," RKO 3-D release in Technicolor, will have its world premiere at the Utah Theatre, Salt Lake City, on Feb. 25, Charles Boasberg, general sales manager, announced.

The premiere will be followed by saturation bookings throughout the area. Plans are now being made for an entensive exploitation campaign for the premiere engagement.

Cleveland 2nd-Runs Raising Price Scale

CLEVELAND, Feb. 14.—Admission prices in subsequent-run houses in this area show an upward trend. The Stanley Warner Colony and Vogue theatres have raised the scale from 60 to 70 cents for adults, from 39 to 50 cents for juniors and from 20 to 25 cents for children. The Shaker Theatre, of the Associated circuit, has adopted the same scale.



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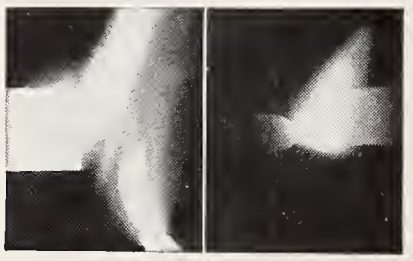
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FIRST IN FILM NEWS

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VOL. 75. NO. 31 NEW YORK, U. S. A., TUESDAY, FEBRUARY 16, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IT is reassuring to note that the recent and continuing public agitation over proposals for basic changes in the industry's Production Code caused no confusion in the minds of presidents of the member companies of the Motion Picture Association of America.

Men with shorter memories, or less sagacious appraisal of the working of the Code and its vital place in the industry's public relations, might have found it easy and popular for the moment to meet the clamor part way by agreeing to something less than fatal changes in the Code.

That these leaders of the industry saw fit instead to stand solidly in support of the Code and its basic principles, reaffirming their historic position in the face of the not inconsiderable opposing clamor, is a guarantee that, insofar as the responsible organized industry is concerned, motion pictures are not headed abruptly for a return to those years in the mid-1920's when virtually everything pertaining to Hollywood and its

(*Continued on page 2*)

IMPDA Asks FTC For Curb on IFE

The Independent Motion Picture Distributors Association, the membership of which includes the principal distributors of foreign films here, has asked the Federal Trade Commission

(*Continued on page 4*)

Allied Unit Finds Product Increasing

DES MOINES, Feb. 15. — The supply of product is 'loosening up to some extent," says a bulletin of Iowa, Nebraska and Mid-Central Allied.

Easing up of the product situation was credited in part to the "protests" of exhibition and possible production plans by exhibiton. "Extended playing time for some of the bigger pictures has helped to alleviate this situation, too," Charles Jones, secretary, states, adding however, that "pictures are not too plentiful."

Exhibitors Reply

Uphold MPAA Code Stand But Some Favor Revisions

Early exhibitor reaction to the reaffirmation of confidence in the Production Code by eight member companies of the Motion Picture Association yesterday indicates general approbation on the part of the theatremen, but some feel that revisions would not be out of line with accepted standards. Some revisions, of course, are under consideration now by the MPA board.

Charles Skouras, president of National Theatres, speaking from Hollywood, termed the statement by the company presidents reaffirming faith in the production code, "fine, constructive action. The Code is an indispensable factor in our industry's welfare and must have unflagging support."

Ben Wallerstein, Pacific Coast zone manager for Stanley Warner Theatres, said, "Our circuit unequivocally supports the Production Code. We are in complete agreement with the views expressed by the company presidents."

Russell Downing, managing director of Radio City Music Hall here, said: "Certainly if the makers of pictures feel the Code is helpful to them —and I feel there is no question about it—there should be no hesitancy in supporting its principles."

John J. Fitzgibbons, president of

(*Continued on page 4*)

Employes Will Lease 18 Houses of WMT As Separate Firm

HARTFORD, Feb. 15.—Veteran employes of Western Massachusetts Theatres, Inc., are being given the opportunity to acquire stock in a new corporation, to be known as Theatre Managers, Inc., which will lease and operate 18 theatres from the circuit, with the circuit retaining ownership of the real estate and the theatres. Samuel Goldstein, president of WMT, will also serve as president of the new organization.

Nineteen employes of WMT hold options to purchase from 100 to 300

(*Continued on page 5*)

12 from 20th Now To June; 6 in 'Scope And 6 Standard

Six CinemaScope releases and six standard films, all but one of which are in color, will be released by 20th Century-Fox between now and June, the company announced yesterday. Nine CinemaScope short subjects also will be placed in exhibition during the same period.

February releases are "Hell and High Water," in CinemaScope and color by Technicolor-De Luxe, and "Miss Robin Crusoe," a standard film in Pathecolor. For March, "Night People" in CinemaScope and Techni-

(*Continued on page 5*)

"Rhapsody"

(M-G-M)

EXCELLENT music and a delicate, romantic story have been combined to make "Rhapsody" a rare treat for discriminating audiences. Although it may have been designed for patrons with cultural tastes, there are other qualities and ingredients to win the approval of the general public. The picture has been handsomely mounted, filmed in color by Technicolor against Alpine, Zurich and Paris backgrounds.

Sharing the top roles are Elizabeth Taylor, Vittorio Gassman and John Ericson, with able support by Louis Calhern and, in a less prominent role, Barbara Bates. Each gives a performance that borders on perfection and Charles Vidor's direction is smooth and sincere. Lawrence Weingarten produced from a screenplay by Fay and Michael Kanin.

The story tells of two loves in the life of Miss Taylor, each of which is beset by a "rival." But the "rival" is not in the form of a third party but takes shape in the musical ambitions of the two men in her life. In both instances she is obliged to stand aside in favor of their pursuit for musical fame and achievements. She leaves her Riviera home to

(*Continued on page 5*)

Year's Tops

Candidates for 1953 'Oscars' AreNominated

Eligibles for Academy Awards on March 25

HOLLYWOOD, Feb. 15.—Nominations for the Academy of Arts and Sciences "Awards of Merit" for the past film year were announced here tonight. The Awards' ceremonies at which the winners of the 1953 "Oscars" will be disclosed will be held here on March 25. The proceedings will be telecast and broadcast nationally.

Following are the nominees in the major Academy Award categories:

Best Motion Picture: "From Here to Eternity," Columbia, Buddy Adler, producer; "Julius Caesar," M-G-M, John Housman; "The Robe," 20th Century-Fox, Frank Ross; "Roman Holiday," Paramount, William Wy-

(*Continued on page 4*)

RKO 'Holders Meet Set on Hughes' Bid

RKO Pictures' stockholders will convene in Dover, Del., March 18 to vote on acceptance or rejection of Howard Hughes' offer to pay $6 per share to acquire all of the company's assets.

The stockholders' meeting was called by the RKO board of directors, which met in Atlanta at the weekend and accepted Hughes' $23,489,478 cash

(*Continued on page 5*)

3 Reade Theatres Switch to Stereo

The three Walter Reade theatres in Morristown and Perth Amboy, N. J., and in Kingston, N. Y., which had installed the "mixer" and "converter" single-horn sound for CinemaScope pictures have switched to full stereophonic sound.

The Community in Morristown is scheduled to open tomorrow with "Beneath the 12-Mile Reef" with the 20th Century-Fox - approved equipment. Originally, these houses were permitted to continue with the single-horn method as their early CinemaScope bookings had been publicly advertised.

Personal Mention

BARNEY BALABAN, Paramount president, is scheduled to leave here tomorrow for the Coast.

•

CHARLES LEVY, Walt Disney Prod. Eastern publicity director, and NED CLARKE, foreign sales manager, returned to New York at the weekend from the Coast.

•

CHARLES S. STEINBERG, Warner Brothers assistant Eastern publicity director, is the father of a daughter born Friday to MRS. STEINBERG at Lenox Hill Hospital.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, left here yesterday for a tour of the company's Central district branch offices.

•

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, is in New Orleans from New York.

•

LEO SAMUELS, Walt Disney Prod. world-wide sales supervisor, has left here for a tour of the company's Western branches.

•

JACK CUMMINGS, M-G-M producer, will sail from New York tomorrow aboard the "Queen Mary" for Europe.

•

BERT ORDE of "Redbook" has arrived here from the Coast.

•

GEORGE KALLMAN, United Artists manager in Panama, has arrived in New York for a home office visit.

•

ANATOLE LITVAK, producer-director, and DANY ROBIN, French actress, left New York at the weekend for Paris.

•

CONSTANTINE J. BASIL, president of the Basil circuit of Buffalo; BASIL J. BASIL, vice-president, and V. SPENCER BALSER, film buyer, will leave Buffalo today, accompanied by their wives, for Miami and Havana.

•

JAMES BOYLE, of the field exploitation staff of Columbia Pictures, left Oklahoma City yesterday for Tulsa.

Marcus Named Rep. Far East Sales Head

Morey Marcus has been named vice-president of Republic Pictures International Corp. in charge of sales for the Far East, by Richard W. Altschuler, president. Marcus formerly served as general manager for Republic Pictures of Japan. Prior to joining Republic in 1951 he was in charge of the Far East offices of M-G-M and of Paramount Films International in Southeast Asia.

Skouras in Athens

LONDON, Feb. 15.—Spyros Skouras, 20th Century-Fox president, who went to Athens from here, is expected back in London toward the end of the month. Murray Silverstone, head of 20th-Fox International, is remaining here until Skouras returns.

Russell Downing Chairman of V.C. Dinner May 6 in Honor of William J. German

Russell V. Downing, president and managing director of Radio City Music Hall, has been named chairman of the committee in charge of the New York Variety Club's First Annual Heart Award Dinner, it was disclosed yesterday by Edward L. Fabian, president and chief barker of Tent 35.



RUSSELL DOWNING

The dinner will honor William J. German, president of the Variety Club Foundation to Combat Epilepsy, which supports the clinic for epileptic children at the Columbia-Presbyterian Medical Center.

The dinner, details of which will be announced shortly by Downing, will be held here Thursday, May 6 in the grand ballroom of the Waldorf-Astoria Hotel.



WILLIAM GERMAN

ELC Trust Suit Set For Trial in March

The anti-trust suit filed in 1951 by Eagle Lion-Classics against major distributors and Loew's and RKO Theatres has been placed on the March term for trial in New York Federal Court.

While no date has been set, company attorneys believe the trial will be among the first on the March calendar. Although ELC assets subsequently were acquired by United Artists, the claims have been assigned to Chesapeake Industries, which controlled ELC. United Artists will remain as a defendant even though it took over the ELC pictures.

$15,000,000 Is Asked

Asking $15,000,000 in damages, ELC charged that its pictures were denied access to the New York market because of the alleged split of product by RKO and Loew's.

See Johnston Trip To Paris in March

Eric A. Johnston, president of the Motion Picture Association of America, may visit Paris around March 15 to resume negotiations on a new U.S.-French film import and remittance agreement.

Johnston, who is in Sao Paulo now to attend the Brazilian film festival, is slated to go to Argentina from there, returning to the U. S. around March 5 or 6 and to leave around the 15th for the Near East on his Ambassadorial mission for President Eisenhower. Either on the way over or on the way back, the MPAA president is scheduled to visit Paris.

Member companies of MPEA have received invitations from Cairo and Berlin to participate in film festivals. The bids will be considered at an MPEA board meeting here today. The board also will take up a reported relaxation of the Guatemala City film tax.

'Lupa' Opens Tomorrow

"La Lupa," Italian film presented here by Jules Levey, will have its American premiere at the World Theatre here tomorrow.

Darrel Dance Heads USIA Office Here

Darrel Dance, former chief of the technical services branch of the International Motion Picture Division of the U. S. Information Agency, has been named acting head of the New York office of the USIA.

Dance succeeds Jack Connolly, who has been appointed chief of the domestic production branch of the USIA, with headquarters in Washington. Connolly, however, will spend one day weekly in the New York office.

Rep. Doyle Endorses SCTOA Tax Proposal

HOLLYWOOD, Feb. 15.—The Southern California Theatre Owners' Association's drive to eliminate taxes on admissions of 85 cents and under has been endorsed by Congressman Clyde Doyle, Dem., Calif.

In a letter to Harry C. Arthur, chairman of the SCTO board of directors, Doyle commented that "this revised proposal on the part of the association should win strong and favorable support. I hope it will." He went on to say that "I was one of the group that felt the tax on all admissions should be taken into consideration favorably by the Ways and Means Committee last year."

Apart from National Drive

Receipt of the letter was said to have spurred SCTO in its efforts to continue its all-out drive to eliminate taxes on low-admission theatres, aimed at relieving the smaller exhibitors in need of government aid, and aimed, as well, at the theatre patron to whom the tax elimination represents a great incentive to patronize theatres regularly.

The SCTO effort is apart from and is not endorsed by the national tax repeal campaign committee of the Council of Motion Picture Organizations, representing the entire industry.

William Goodwin Dies

PHILADELPHIA, Feb. 15. Funeral services for William C. Goodwin, Altec Service Corp. field engineer here, were held on Friday. Goodwin, a member of the Altec organization for 25 years, died last Tuesday.

Tradewise . . .

(*Continued from page* 1)

product was a public scandal and the object of public scorn.

The Code came into being because of those conditions. It has done an excellent job of helping to avert the economic catastrophe which threatened the world of motion pictures then and in making impossible a recurrence of such conditions.

• •

INDUSTRY participation in the observance of Brotherhood Week, beginning next Monday, promises to be the most extensive and effective in all the years that motion picture people have given of themselves to help achieve the worthy aims of the National Conference.

The determination and enthusiasm apparent in this year's campaign runs from the national organization headed by Emanuel Frisch into every grass roots committee around the land. All are ready to aid in giving "people an opportunity to re-dedicate themselves as individuals to the basic ideals of respect for people and human rights which are essential to our way of life," which is the primary purpose of Brotherhood Week.

The best of tools for successful campaigns by participating exhibitors have been fashioned by the publicity committee under Max E. Youngstein and have been placed in the hands of the showmen who stand ready for the opening of the campaign.

If you are not one of them, there still is time to do your part. Contact your regional Brotherhood committee.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"KNIGHTS of the ROUND TABLE"
in CinemaScope
ROBERT TAYLOR AVA GARDNER MEL FERRER
An M-G-M Picture in COLOR
and SPECTACULAR STAGE PRESENTATION



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MAMMOTH TERRITORIAL SATURATION BOOKING... LAUNCHED FEB. 14

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IN COLOR BY COLOR CORP. OF AMERICA

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MARTHA HYER · DAWN ADDAMS

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35TH ANNIVERSARY 1919 UA 1954

The Long Long Trailer

is SEVENTEEN'S March

PICTURE OF THE MONTH because . . .

It brings popular LUCILLE BALL
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It's M-G-M's 30th Anniversary salute
to a fun-loving public.

It's the kind of happy entertainment that
millions of pleasure-seeking teens flock
to see when they read about it in . . .



seventeen

the magazine that sends teens to the movies

Code Stand

(*Continued from page* 1)

Famous Players Canadian Corp., stated in Toronto that he was in accordance with the present Code, although he asserted that "perhaps it might be revised in order to give it better workability in line with experience."

"We cater to a family trade," he said, "and we would regret any changes in the Code that would permit types of pictures that would not meet with the approval of the greater number of people we cater to."

Fitzgibbons added that if the Code follows the Golden Rule and the Decalogue, then "it stands for what we consider to be the right type of entertainment for the family trade."

Dick Main, independent Canadian exhibitor of Sutton, Ont., and secretary of the National Committee of Motion Picture Exhibitors Associations, said he was in favor of the Code in principle, but suggested that it should be revised in line with the classification of the Ontario Censor Board. This, he said, would permit the making of pictures for the "adult, sophisticated mind and reach out to the lost audience and meet the competition of TV."

Such pictures, Main continued, would be advertised as not suitable for children under 16 and would provide a proper guide for parents.

Harry Brandt, head of Brandt Theatres, said that he wholeheartedly endorsed the "basic principles of the Code, but am in favor of an effort to bring it up to date with exhibitor representation."

Wilbur Snaper, head of Allied Theatres of New Jersey and former president of national Allied, reiterated his statement of Jan. 7 when he said that the Code was necessary but that "it should be re-examined from time to time." He also stated that exhibition might be helpful in making certain changes if and when changes are contemplated.

Kermit Stengel, executive vice-president of Crescent Amusement Co., Nashville, feels that the codes have "done much to prevent senseless censorship, probably state censorship. Both producers and exhibitors are indebted to them for their extra careful restriction of what is filmed."

Russell Holder, general manager, Rockwood Amusements, Inc., Nashville, hopes that the "codes will be kept as they are with only minor modernization, no basic changes."

Slate Bill in N. Y. To Clarify 'Immoral'

ALBANY, N. Y., Feb. 15.—Clarification of the term "immoral" in the New York State licensing law, under which the board of censors operates, will be sought in a bill, slated to be introduced this week at the suggestion of the State Education Department.

In light of the recent U. S. Supreme Court ruling on "La Ronde" lifting the New York State ban on the film, favorable action on the projected bill is expected. Prior to making its ruling the "vagueness" of the state's "immorality" provision was hit by the Supreme Court. The State Education Department suggested the changes following the recent monthly Board of Regents meeting here.

Makes Start Toward Easing Film Shortage

KANSAS CITY, Feb. 15. — Crest Productions, headed by theatre men here, has finished filming its first feature, "Corn's a-Poppin'." A musical in Ansco color, the film has been taken to Hollywood by director Robert Woodburn for cutting.

The company was initiated by Elmer Rhoden, Jr., of Commonwealth Theatres; Jay Wooten and Ben Adams, exhibitors; and others, with the idea of helping to meet theatres' needs for secondary program fare.

Candidates

(*Continued from page* 1)

ler; "Shane," Paramount, George Stevens.

Best Actress: Leslie Caron, for "Lili," M-G-M, Ava Gardner, for "Mogambo," M-G-M; Audrey Hepburn, for "Roman Holiday," Paramount; Deborah Kerr, for "From Here to Eternity," Columbia; Maggie McNamara, for "The Moon Is Blue," Preminger-Herbert Prod.

Best Supporting Actress: Grace Kelly, for "Mogambo," M-G-M; Geraldine Page, for "Hondo," Wayne-Fellows Prod.; Marjorie Rambeau, for "Torch Song," M-G-M; Donna Reed, for "From Here to Eternity," Columbia; Thelma Ritter, for "Pickup on South Street," 20th Century-Fox.

Best Actor: Marlon Brando, for "Julius Caesar," M-G-M; Richard Burton, for "The Robe," 20th Century-Fox; Montgomery Clift, for "From Here to Eternity," Columbia; William Holden, for "Stalag 17," Paramount; Burt Lancaster, for "From Here to Eternity," Columbia.

Best Supporting Actor: Eddie Albert, for "Roman Holiday," Paramount; Brandon de Wilde, for "Shane," Paramount; Jack Palance, for "Shane," Paramount; Frank Sinatra, for "From Here to Eternity," Columbia; Robert Strauss, for "Stalag 17," Paramount.

Best Director: Fred Zinnemann, for "From Here to Eternity," Columbia; Charles Walters, for "Lili," M-G-M; William Wyler, for "Roman Holiday," Paramount; George Stevens, for "Shane," Paramount; Billie Wilder, for "Stalag 17," Paramount.

IMPDA Asks FTC

(*Continued from page* 1)

to "take steps to prevent Italian Films Export from continuing in the business of distributing films in the United States."

The complaint, made by Ephraim S. London, attorney for IMPDA, charged that IFE has interfered with free enterprise and competition in the distribution of Italian films in the United States. It also charged that the manner in which IFE is subsidized indirectly by funds of the Motion Picture Export Association is, in the opinion of IMPDA, a violation of law.

The complaint added, however, that IMPDA does not contend that MPEA "intended, or even suspected, that its funds would be utilized by IFE to subsidize the distribution of films in the United States."

'Miller' Opens Well Among Several New Pictures in Chicago

CHICAGO, Feb. 15.—Several newcomers are leading the boxoffice parade here, with "The Glenn Miller Story" heading for a sensational opening week of $75,000 at the Chicago; "Hamlet," showing here at popular prices for the first time, turning in a fine $6,500 at the Surf; "Rome, 11 O'Clock" surging to a great $8,000 at the World Playhouse; and "His Majesty O'Keefe" giving the Roosevelt a fine $24,000.

Among the holdovers "Money from Home" is holding up well with a good $22,000 in its second week at the RKO Grand; "This Is Cinerama" hit a terrific $42,000 in its 28th round at the Palace, and the Loop is getting another fine $9,000 for the eighth week of "The Living Desert." Other good holdovers are at the Oriental, where "King of the Khyber Rifles" is hitting $22,000 in its third week; the State Lake grabbing a fast $28,000 for the fifth round of "Knights of the Round Table," and the Woods, where "Beneath the 12-Mile Reef" is bowing out with a good $15,000 to make room for "Hell and High Water."

'Caesar' in Eighth Week

"Julius Caesar" is holding at $12,000 at the Selwyn in its eight weeks of two-a-days; "The Eddie Cantor Story" is hitting $13,000 at the McVickers in its last five days; "Forever Female" is off to $7,500 in its second week at the Monroe, and "Gilbert and Sullivan" is down to a so-so $2,800 at the Ziegfeld.

'Years' to Bow At Criterion March 10

Samuel Goldwyn's "The Best Years of Our Lives" will return to Broadway at the Criterion Theatre on March 10 where it has been booked by Charles B. Moss for a first-run popular priced engagement.

Winner of nine Academy Awards, the Samuel Goldwyn production originally opened at the Astor Theatre here on Nov. 22, 1946, where it ran for 38 weeks.

Bjorkman Appointed To Buena Vista Post

Wendell Bjorkman has been appointed West Coast sales representative for the Buena Vista Film Distribution Co., with headquarters at the Walt Disney Studios. Bjorkman was formerly associated with RKO in Minneapolis, Los Angeles and San Francisco.

Devlin Appointed

OTTAWA, Ont., Feb. 15.—Bernard Devlin has been appointed head of the television division of the National Film Board here.



"Rhapsody"

(*Continued from page* 1)

go to Zurich with Gassman who is to study violin at the conservatory. She is deeply in love with him but his career comes first and the romance is shattered, due to her selfish monopoly of his time. She then accepts the attentions of Ericscon, a pianist, and, although she does not love him, she marries him and this time forces him to give full attention to his music. However, she believes herself still to be in love with Gassman and plans to go away with him immediately after her husband finishes his initial concert appearance. But she realizes, after his brilliant performance, that she loves Ericson and all ends well.

Woven into the story are some exceptionally fine musical interludes featuring, individually, the violin and piano. They are from the works of Beethoven, Mendelssohn, Debussy, Paganini, Chopin, Tschaikowsky and Rachmaninoff, among others.

Miss Taylor's beauty is exploited to the fullest and she is given the opportunity to take every advantage of her role. Gassman, as the violinist, and Ericson, as the pianist, do good jobs in "faking" their performances on their respective instruments. The playing of the 17-year-old concert violinist, Michael Rabin, and of the Chilean concert pianist, Claudio Arrau, have been recorded and dubbed expertly.

Others in the cast are Michael Chekhov, Richard Hageman, Richard Lupino, Celia Lovsky, Stuart Whitman, Madge Blake, Jack Raine, Birgit Nielsen, Jacqueline Duval and Norma Nevens.

Running time, 115 minutes. General audience classification. Release date, April 15.

AL STEEN

12 from 20th

(*Continued from page* 1)

color-De Luxe; "New Faces," first Broadway musical in CinemaScope and filmed in Eastman Color, and "Racing Blood," a standard film in color, are scheduled.

Three pictures for April release are "Prince Valiant," in CinemaScope and Technicolor-De Luxe; "The Killers from Outer Space," a Panoramic Production, and "The Siege of Red River," a Panoramic Production in Technicolor.

May releases are "River of No Return" in CinemaScope and Technicolor, and "Gorilla at Large," a Panoramic Production in Technicolor and both 2-D and 3-D. For June, "Three Coins in the Fountain" in CinemaScope and Technicolor, and "Princess of the Nile," a Panoramic Production in Technicolor will be released.

Employes to Lease

(*Continued from page* 1)

shares in the new company, dependent upon the length of time each has served with the circuit.

Goldstein described the new arrangement by saying WMT will be the landlord and Theatre Managers, Inc., the tenant operating the showplaces. In the event that any employee terminates his connection with the corporation, the charter stipulates that he will receive at least par value for his stock.

Other officers of TMI include: Arthur Preston, vice-president; William J. Althans, treasurer, and Rose Orbach, clerk.

'Miller' Doing Big In N. Y., Kans., Chi.

"The Glenn Miller Story" registered excellent grosses in New York, Chicago and Kansas City in its initial opening engagements.

At the Capitol on Broadway, a big $84,000 was racked up for the first five days ending Sunday night, with a strong $100,000 indicated for the first week. In Chicago, a hefty record breaking $75,000 is seen for the first week at the Chicago Theatre. In four theatres in Kansas City, a big $33,000 to $35,000 is estimated for the first week.

RKO 'Holders Meet

(*Continued from page* 1)

offer, subject to similar action by the stockholders. The board meeting was shrouded in secrecy. At the meeting the membership was enlarged from five to seven by amending the company's by-laws and directors A. D. Simpson and J. Miller Walker resigned. Elected to replace them and to fill the two new seats were E. L. Walton, RKO Radio executive vice-president; William H. Clark, treasurer; Garrett Van Wagner, comptroller; and Charles Boasberg, domestic sales manager.

Resignations Explained

The resignations of Walker and Simpson, according to a company statement, were submitted so that "a full study of the proposal could be made by new directors" who were not defendants in minority stockholders' litigation aimed at Hughes' stewardship of the company. The length of service of the new directors depends upon Hughes' plans following stockholders' action, it was said. If the proposal goes through, it was pointed out, RKO Pictures would become a company completely owned by Hughes, the directors and officers appointed by him, with RKO Radio Pictures remaining the operating production-distribution arm of the company.

The board meeting was held in Atlanta due to the illness of Walker, who was there convalescing from virus pneumonia. Hughes and Noah Dietrich, a director, did not attend, while Grainger declined to participate on the vote on the Hughes proposal.

Meanwhile on the New York Stock Exchange yesterday, RKO Pictures stock rose another ⅜ to a new high of 5⅝, with 43,300 shares traded.

Beezley Reelected Denver Allied Head

DENVER, Feb. 15.—Neil Beezley has been elected president of the Allied Rocky Mountain Independent Theatres. Other officers elected were Fred Hall, vice-president; Gus Ibold, treasurer, and Joe Ashby, general manager.

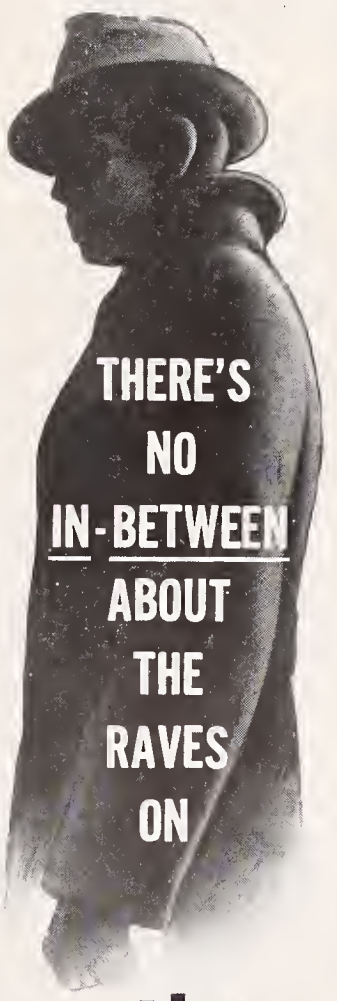
The Allied unit's convention will be held on May 3, but the city and other details have not been set.

NO. 3 IN A SERIES OF GREAT REVIEWS



"One of the finest thrillers this reporter has seen!"

—ED SULLIVAN



THERE'S NO IN-BETWEEN ABOUT THE RAVES ON

the MAN BETWEEN

Copyright Board Approves Fees for Canadian Music

OTTAWA, Feb. 15. — The Copyright Appeal Board has approved the royalties which may be collected b the Composers, Authors and Publishers Association of Canada for licenses for the performances of its works in Canada for 1954 as follows:

Motion pictures theatres: 499 seats and under, 10 cents per seat; 500 to 799 seats, 12 cents; 800 to 1,599 seats, 15 cents, and 1,600 and over seats, 20 cents. Theatres operating three days or less per week pay one-half of these rates.

Jack Warner Adds to WB Stock Holdings

WASHINGTON, Feb. 15. — Jack L. Warner, vice-president of Warner Brothers, purchased 15,500 shares of the company's common stock in January, increasing his direct holdings to 262,799 shares, the Securities and Exchange Commission reported today.

Albert List, principal stockholder and chairman of the board of RKO Theatres, disposed of 400,000 shares of stock held by him as gifts to members of his family. His personal holdings now are still in excess of 500,000 shares.

Film Contest Prizes Will Be Awarded

Fifteen winners of the recent New York "Journal-American" film contest will be awarded cash prizes totaling $1,000 today at a cocktail party in the studio apartment of Radio City Music Hall here.

Russell V. Downing, managing director and president of the Music Hall, will be host at the affair honoring the newspaper readers whose selections for top actors and pictures of the year closely matched those of Miss Rose Pelswick, the "Journal-American" motion picture critic.

Karlin Named M-G-M Argentina Manager

Myron Karlin has been appointed M-G-M manager for Argentina by Morton A. Spring, first vice-president of Loew's International Corp. Karlin is now in Frankfurt as sales manager for M-G-M in Germany. He succeeds Stuart Dunlap, who is retiring after 28 years of service abroad with M-G-M. Dunlap will live in California.

20th Taking London Carlton for C'Scope

LONDON, Feb. 15.—The Carlton Theatre, Haymarket, formerly operated by Paramount, will be leased to 20th Century-Fox beginning Feb. 26. Now being fully equipped for CinemaScope presentations it is believed a CinemaScope picture of the Queen's Pacific tour may be selected to reopen the house.

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with Pinky Herman

PRODUCER JACK RAYEL of the new NBC-TV morning show, "Home," which debuts March 1, has already been promised soil from the soil of 12 states by the governors of the states. The soil will appear in the "growery" which garden specialist Will Peigelbeck will utilize to demonstrate flowers, vegetables, etc. The other 36 state chief executives undoubtedly will join the NBCavalcade. . . . Originally booked for but nine weeks in July, the Harry Salter production, "Name That Tune" has NBCatapulted to a Nielsensational rating of 30.5. Incidentally the Red Benson-emceed TV'er culled almost 275,000 pieces of mail last week. . . . Hill & Range, publishers of the song "La Lupa," themed in the film of the same name, which Jules Levey will preem tomorrow at the World Theatre here, has already lined up an extensive deejay & juke box campaign that should pay off at the boxoffice. . . . Nat Nigberg's new Enterprise Productions will package a telefilm series scripted by Lee Loeb and starring Constance Moore.

☆ ☆ ☆

Billing himself as "three hundred and fifty pounds of happiness," Tiny Fairbanks the MBSaturday morning (11:15-11:30) is that and more, according to the fan mail that keeps piling up on the desk of Larry Dorn, producer of Tiny's "Remember" series. . . . And that reminds us: we still remember that lovable and talented little five-year-old Bunny Lewbel who appeared several times on the "Danny Thomas Show." How come casting directors permit such charm and talent to remain idle? . . . . Tony Ford has resigned from the Walt Framer Office to join Gross & Baer Production as general sales manager. . . . Tom McCray, just named to succeed Don Norman as general manager of KNBHollywood, started in as an announcer at WTIC, Hartford, Conn., back in 1926. . . . Ruth Stark has joined Stark-Layton Productions as ass't. to Jerry Stark.



Tiny Fairbanks

☆ ☆ ☆

If the future substitutes for Jackie Gleason should turn in respective programs such as the one Robert Q. Lewis presented on last Saturday's "Jackie Gleason Show" TVia CBS, then J. G. can relax in the assurance that when he returns, there will be no dearth of listeners. The bespectacled Robert Q (Q for Quality) not only sang, danced, quipped and ad-libbed most effectively, but he maintained a pace that kept the entire program in high gear from start to finish. . . . His orchestra and violin magic, booked into the Peacock Room of the Waldorf-Astoria Hotel in New York for four weeks, maestro Michael Zarin, this week starts his 20th consecutive year there. (Could easily turn out to be a steady job.). . . . Ed CBSullivan's "Toast of the Town" Sunday from Hollywood, in conjunction with the celebration of M-G-M's 30th anniversary, proved to be 60 minutes brimful of nostalgia, plus some sure-fire propaganda for forthcoming MGMovies.

☆ ☆ ☆

The switch of both the Lux radio and Lux TV programs from CBS to NBC, starting in September, will give the latter network a formidable Thursday night TV sked, what with Groucho Marx' "You Bet Your Life," Jack Webb's "Dragnet," followed by the Lux Video Theatre, (expanded to a full hour) slotted from 10:00-11:00. . . . The wide acceptance and expansion in scope of Broadcast Music's 1954 Student Composers Radio Awards is amazingly successful in view of the fact that already (contest winners will be announced June 1, 1954) the entries total three times the number that entered last year's contest. . . . Wonder if that film company does actually plan a film based on the "Life of Geo. Burns and Gracie Allen?" Anyhow, the March 29 telecast of the "Burns & Allen" CBShow is based on a situation wherein Columbia Pictures execs decide to make "The Burns & Allen Story." (We're for that, Harry C.).

☆ ☆ ☆

DOTS ALL . . . . .In a wise move, Louis Weiss & Co. restrict the showing of its telefilm, "Tales of Edgar Allan Poe," before 9 P.M. "because," says producer-director Adrian Weiss, "these films are not for children." . . . Dr. Bruno Furst,, memory expert, flies to Hollywood Friday to appear on Art Baker's "You Asked for it," TVia ABC.

Goldenson, Balaban Tell of Tie-up Plan For Screen and TV

A plan to develop screen talent, by using upcoming motion picture stars on selected television shows, was disclosed here by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and John Balaban, president of Balaban and Katz, Chicago.

Goldenson Contacted Studios

Goldenson said that he suggested the plan to studio executives during a Coast visit and received encouraging response. The plan would utilize actors and actresses whom the studio selects as promising stars in the shows of the American Broadcasting Co., a division of AB-PT. By spotting the talent on a number of shows during the year, Goldenson explained, the American public can become familiar with the actors' or actresses' names and, in addition, the public's response to the actor or actress in question could be measured.

Balaban advocated the use of TV to develop talent with wide public appeal for the motion picture industry, explaining that in previous years the so-called "B" picture was utilized in this fashion but because of current conditions this method is much more difficult today.

Balaban Lauds Ball-Arnaz

Balaban, underlining how TV and the motion picture industry can work together for their mutual benefit, predicted big grosses for M-G-M's "The Long, Long Trailer," featuring TV stars Lucille Ball and Desi Arnaz.

Goldenson said ABC-TV still is working on "Hollywood Parade," the TV show designed to promote the motion picture industry. He added that Robert Weitman, AB-PT vice-president, and Earl Hudson, AB-PT vice-president on the West Coast, are working on the "Hollywood Parade" show and the plan to develop young stars by utilizing the TV medium.

Housewives' Matinee For Chi. 'Cinerama'

CHICAGO, Feb. 15.—Prompted by a letter in the "Letters to the Editor" section of the "Chicago Daily News," executives of "This Is Cinerama" have inaugurated a new "Housewives' Matinee" at 1 p.m. every Friday, starting Feb. 26.

The gist of the letter was that the earlier starting time instead of the regular 2:30 curtain time would give housewives time to see the show and get back home to prepare dinner for the family. Giving the theatre's adoption of the idea a tremendous boost, and itself a pat on the back, the "News" printed an editorial today, under the title "A Letter that Got Results," telling how the executives of "This Is Cinerama," showing at the Palace here, picked up the idea and put it to work.

$23,500,000 to CBC For TV Operations

OTTAWA, Ont., Feb. 15.—The Canadian Broadcasting Corp. will receive more than $23,500,000 from Parliament during 1954-55 to finance television and other operations.

BMI PRODUCT and SERVICE REACH A NEW HIGH!

With each succeeding year BMI's products and services attain new highs in volume and value.

The large and growing catalog of BMI-licensed music in all classes—popular, folk, standard, symphonic, operatic, educational—gives continuing evidence of the quality and ability of the composers and publishers affiliated with BMI.

BMI Service, too, is reaching new highs. BMI not only serves its broadcast licensees—AM, FM and TV—with a steady flow of practical program aids, but provides its repertoire and facilities to every user of music . . . ballrooms, night clubs, motion pictures, hotels, restaurants, skating rinks, amusement parks, wired music, industrial plants, symphony orchestras, chamber music groups, choirs and choruses, motion picture exhibitors using intermission music and many others.

BMI-licensed pop song hits are maintaining leading positions in all of the music trade popularity charts—the Hit Parade, the Variety scoreboard, Billboard charts, Downbeat polls, the everyday best-seller lists—and, for the past four consecutive years, were voted Number One in all categories by the nation's juke box operators in the Annual Cash Box Popularity Poll.

In the field of Concert Music, BMI continues to foster composition and encourage public interest through its annual Student Composers Radio Award, its support of the American Composers Alliance, and the extensive publication of Concert Music through its wholly owned subsidiary, Associated Music Publishers, Inc.

Similar BMI services and efforts in the entire field of music are being conducted throughout the Provinces of Canada by BMI Canada Limited.

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Hedda Hopper nominates CinemaScope for the first Oscar of the year!

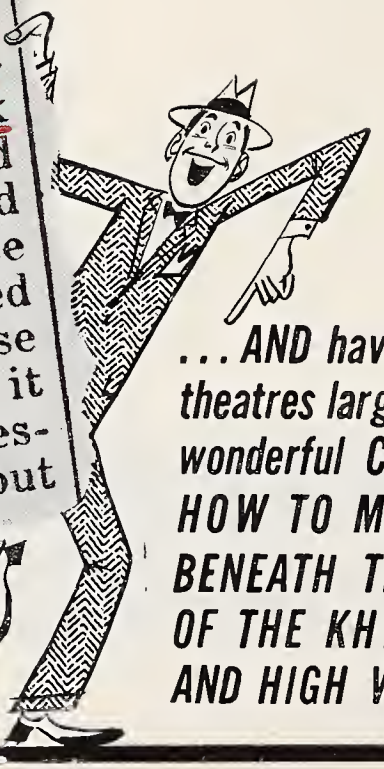
DAILY NEWS, THURSDAY, JANUARY 21, 1954

Hollywood

By HEDDA HOPPER

Hollywood, Jan. 20.—Most everyone has had his pick of Academy Award contenders. I'd like to give the first Oscar for 1953 to a mechanical device named CinemaScope. This is a commercial industry. Those who refer to movies as art forget that if pictures didn't make money we'd be out of business.

"The Robe," first story done in CinemaScope, has grossed $18,500,000 to date — after admission tax deduction. The story is great and would have cleaned up in little old black and white flat films, because the book on which is was based sold millions of copies and because it's religious in nature. But it would not have attained the present box office record without CinemaScope.



... AND have you seen the grosses, in theatres large and small, of 20th's other wonderful CinemaScope presentations HOW TO MARRY A MILLIONAIRE, BENEATH THE 12-MILE REEF, KING OF THE KHYBER RIFLES and HELL AND HIGH WATER!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 32 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 17, 1954 TEN CENTS

For World Peace

Balaban Urges Full Support To 'Crusade'

Industry Campaign to Run Week of March 15

The industry's full support of the Crusade for Freedom campaign to maintain and expand the work of Radio Free Europe was asked here yesterday by Barney Balaban, president of Paramount Pictures and New York state chairman of the drive.



Barney Balaban

At a trade press conference, Balaban said that in his opinion exhibitors and others in the industry could make the most worthy and effective contribution to the pres-

(*Continued on page 6*)

'Eternity,' 'Roman' Top Oscar Nominees

HOLLYWOOD, Feb. 16.—Columbia's "From Here to Eternity" led in the 26th annual Academy Award nominations with 13. It was followed by Paramount's "Roman Holiday" with 10. Paramount's "Shane" and M-G-M's "Lili" were third with six nominations apiece.

Following are nominations which were not published yesterday.

Best Cinematography, black and white: Hal Mohr, "Four Poster"; Burnett Guffey, "Eternity"; Joseph Ruttenberg, "Julius Caesar"; Joseph C. Brun, "Martin Luther"; Frank P.

(*Continued on page 2*)

K. C. Stengel Heads Crescent Amusement

NASHVILLE, Feb. 16.—Kermit C. Stengel, executive vice-president since the death of Tony Sudekum and with the company since 1934, has been elected president of Crescent Amusement Company, succeeding the late R. E. Baulch. Stengel also is vice-president of the Southeastern Theatre Owners Association.

Central Film Shipping Depot Project Dropped by Distributors Committee

The plan to establish a central film shipping depot in New York has been dropped by the distributors committee of the Motion Picture Association of America. The reason for the abandonment of the project was that "there were too many complications," according to committee members. It was also reported that several of the companies were not in agreement as to how the so-called "streamlining" plan should operate.

Whether the project will be revived at a later date has not been decided officially, but a committee spokesman said it would be at least a year before it would be attempted. Another committee member regarded it, however, as a "dead issue."

A site for the depot had been selected but no lease had been signed.

Ticket Tax May Be Before House Group Within Two Weeks

WASHINGTON, Feb. 16.—The House Ways and Means Committee will turn its attention to excise taxes in about 10 days or two weeks, committee members think.

They declare that the committee hopes to finish its voting on the technical tax revision bill early next week, and will probably almost immediately take up the question of the corporate and excise taxes scheduled to drop on April 1. These excises cover only liquor, tobacco, autos, gasoline and sporting goods, but most committee members favor taking up excise cuts on admissions and other items at the same time and including these actions in the bill affecting the April 1 rates.

The Treasury would like the April 1 rates handled in one bill and any excise cuts in a later bill. This question will have to be one of the first the committee decides when it takes up the April 1 taxes.

There is some talk among commit-

(*Continued on page 6*)

S-W's Rosen Finds Product Shortage Still Unrelieved

A strong dissent against the opinion that the product situation is easing up was registered here yesterday by Samuel Rosen, executive vice-president of Stanley Warner, who said that exhibition today is the only retail outlet which has not got an inventory on its shelves.



Samuel Rosen

Rosen, saying that he was speaking for both Stanley Warner and the Fabian Circuit, said on the basis of his experience he cannot join the "bandwagon" of people who see an easing of the product shortage. Both circuits, he went on, have many spots

(*Continued on page 6*)

Exhibitor Reaction

Majority Solidly Backs Companies' Code Statement

Leading exhibitors in all sections of the country continue to express satisfaction over and agreement with the statement reaffirming confidence in the basic principles of the industry's Production and Advertising Codes which was issued late last week by the presidents of eight member companies of the Motion Picture Association of America. Some called for changes in the Code, such as are now being considered.

Following are more statements given Motion Picture Daily on the subject by prominent theatre owners and circuit executives.

Orville Crouch, Loew's Eastern division manager, Washington, D. C., said he agrees 100 per cent with the company presidents' statement.

Sam Roth, owner of Roth Theatres, Washington, D. C., declared that the Code "is basically sound and should be retained." He said he felt the best way for the industry to avoid outside regulation was to take every

(*Continued on page 4*)

Warns Dissidents

Sen. Johnson Hails MPAA Stand on Code

Companies' Statement in Congressional Record

WASHINGTON, Feb. 16.—Senator Edwin C. Johnson (D., Col.) said he was "particularly pleased" by last week's statement of eight film company presidents that they would stand by the industry's Production Code.

Inserting their statement in the Congressional Record, Johnson said his "only regret is that it does not bear the signatures of all makers and distributors of motion pictures." He warned of a possible public boycott of films not bearing the Code seal.

"Unfortunately," Johnson declared, "there are some irresponsibles in the industry, just as there are in every element of our society. Some have eyes only for the 'fast buck' and they do not seem to care what they do to

(*Continued on page 4*)

2 New Bills in N. Y. Spell Out 'Immoral'

ALBANY, Feb. 16.—Senator Earl W. Brydges, Niagara Falls, and Assemblyman James A. Fitzpatrick, Plattsburgh, today introduced two bills clarifying "immoral," "would tend to corrupt morals" and "incite to crime" in the state film licensing law.

The first bill generally defines "immoral," while the second specifically and all-inclusively defines the term. Both bills spell out "incite to crime" in the same language.

The measures, Dr. Charles A. Brind, Jr., counsel for the State Education Department, explained, were

(*Continued on page 4*)

SBC Interest Vital to Independent: SCTOA

HOLLYWOOD, Feb. 16.—A protest against the Senate Small Business Committee's reported intention to drop its interest in motion picture industry practices was voiced today in a telegram sent by Harry S. Arthur, Jr., chairman of the Southern California Theatre Owners Association, to Sen. Edward J. Thye, chairman of the

(*Continued on page 6*)

Personal Mention

TED R. GAMBLE, theatre, radio and television executive, has been named campaign manager for the re-election of Gov. Louis Patterson of Oregon.

•

LARRY AYRES, assistant to W. C. GEHRING, 20th Century-Fox executive assistant general sales manager, is the father of a daughter born to MRS. AYRES on Monday.

•

ROBERT M. WEITMAN, vice-president of American Broadcasting-Paramount Theatres, in charge of talent and programming, will return to New York tomorrow from New Orleans.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Phoenix from New York.

•

NEIL ROSS, city manager for Fox Inter-Mountain Theatres, Delta, Colo., was named man of the year by the local junior chamber of commerce.

•

JAMES F. MCCARTHY, Connecticut district manager, Stanley Warner Theatres, is recuperating from surgery.

•

GEORGE PAL, Paramount Pictures producer, will leave Hollywood shortly with MRS. PAL for Havana and South America.

•

SYLVIA GILMAN, ledger clerk at National Screen Service, was married Friday to HAROLD NATHANSON, of the same company.

•

MORTON SIEGEL, of the RKO Radio foreign division, will leave New York by plane today for Cuba.

•

GEORGE WELTNER, president of Paramount International Films, will leave Rome today for Paris.

NT's 3-Month Net Income Is $655,582

HOLLYWOOD, Feb. 16.—Reporting to National Theatres, Inc., stockholders at their first annual meeting, held today at the company's headquarters here, president Charles P. Skouras disclosed that the consolidated net income, after all charges, for the quarter ended Dec. 26, 1953, the first quarter of the current fiscal year, was $655,582, or 24 cents per share, on 2,769,486 shares outstanding. These figures compare to $544,697, or 20 cents per share, for the corresponding quarter in 1952.

In the breakdown furnished stockholders, it was shown that theatre admissions and miscellaneous theatre income came to $16,755,708 in the 1953 quarter, compared to $14,990,337 for the previous year; operating-and-administrative expenses equalled $14,-817,321, compared to $13,364,931 in the preceding year.

Academy Nominations

(Continued from page 1)

Planer and Henry Alekan, "Roman Holiday."

Best Cinematography, color: George Folsey, "All the Brothers Were Valiant"; Edward Cronjager, "Beneath the 12-Mile Reef"; Robert Planck, "Lili"; Leon Shamroy, "The Robe"; Loyal Griggs, "Shane."

Best Story: Beirne Lay, Jr., "Above and Beyond"; Alec Coppel, "Captain's Paradise"; Louis L'Amour, "Hondo"; Ray Ashley, Morris Engel, Ruth Orkin, "Little Fugitive"; Ian McLellan Hunter, "Roman Holiday."

Best Screenplay: Eric Ambler, "The Cruel Sea"; Daniel Taradash, "Eternity"; Helen Deutsch, "Lili"; Ian McLellan Hunter, John Dighton, "Roman Holiday"; A. B. Guthrie, Jr., "Shane."

Best Story and Screenplay: Betty Comden, Adolph Green, "Band Wagon"; Richard Murphy, "Desert Rats"; Sam Rolfe, Harold Jack Bloom, "Naked Spur"; Millard Kaufman, "Take the High Ground"; Charles Brackett, Walter Reisch, Richard Breen, "Titanic."

Best Art Direction, black and white: Cedric Gibbons, Edward Carfagno, "Julius Caesar" (set decoration Edwin B. Willis, Hugh Hunt); Fritz Maurischat, Paul Markwitz, "Martin Luther" (set decoration, none); Lyle Wheeler, Leland Fuller, "President's Lady" (set decoration, Paul S. Fox); Hal Pereira, Walter Tyler, "Roman Holiday" (set decoration, none); Lyle Wheeler, Maurice Ransford, "Titanic" (set decoration, Stuart Reiss).

Best Art Direction, color: Alfred Junge, Hans Peters, "Knights of the Round Table" (set decoration, John Jarvis); Cedric Gibbons, Paul Grosse, "Lili" (set decoration, Edwin B. Willis, Arthur Krams); Lyle Wheeler, George W. Davis, "The Robe" (set decoration, Walter H. Scott, Paul S. Fox); Cedric Gibbons, Preston Ames, Edward Carfagno, Gabriel Scognamillo, "Story of Three Loves" (set decoration, Edwin B. Willis, Keough Gleason, Arthur Krams, Jack D. Moore); Cedric Gibbons, Urie McCleary, "Young Bess" (set decoration, Edwin B. Willis, Jack D. Moore).

Best Costume Design, black and white: Walter Plunkett, "The Actress"; Helen Rose, Herschel McCoy, "Dream Wife"; Jean Louis, "Eternity"; Charles Le Maire, Renie, "President's Lady"; Edith Head, "Roman Holiday."

Best Costume Design, color: Mary Ann Nyberg, "Band Wagon"; Irene Sharaff, "Call Me Madam"; Charles Le Maire, Traviola, "How to Marry a Millionaire"; Charles Le Maire, Emile Santiago, "Rose"; Walter Plunkett, "Young Bess."

Best Achievement in Documentary Production: "Conquest of Everest," Countryman Films, Ltd., and Group 3 Ltd.; "Living Desert," Disney; "A Queen Is Crowned," J. Arthur Rank.

Best Documentary Shorts: "Alaskan Eskimo," Disney; "Living City," Encyclopedia Britannica Films; "Operation Blue Jay," U.S. Army Signal Corps; "The Word," 20th-Fox.

Best Film Editing: Irving Warburton, "Crazylegs"; William Lyon, "Eternity"; Otto Ludwig, "Moon Is Blue"; Robert Swink, "Roman Holiday"; Everett Douglas, "War of the Worlds."

Best Scoring of a Musical: Adolph Deutsch, "Band Wagon"; Ray Heindorf, "Calamity Jane"; Alfred Newman, "Call Me Madam"; Frederick Hollander, Morris Stoloff, "5,000 Fingers"; Andre Previn, Saul Chaplin, "Kiss Me Kate."

Best Score, drama or comedy: Hugo Friedhofer, "Above and Beyond"; Morris Stoloff, George Dunning, "Eternity"; Miklos Rozsa, "Julius Caesar"; Bronislau Kaper, "Lili"; Louis Forbes, "This Is Cinerama."

Best Song: "Moon Is Blue" from "Moon Is Blue"; "My Flaming Heart" from "Small Town Girl"; "Sadie Thompson's Song" from "Miss Sadie Thompson"; "Secret Love" from "Calamity Jane"; "That's Amore" from "Caddy."

Best Cartoons: "Christopher Crumpet," UPA; "From A to Z-Z-Z-Z-" Warner; "Plunk and Boom," Disney.

Best Shorts, one-reel: "Christ Among the Primitives," I.F.E. Releasing Corp.; "Herring Hunt," National Film Board of Canada; "Joy of Living," 20th-Fox; "Merry Wives of Windsor," MGM; "Wee Water Wonders," Paramount.

Best Two-Reel Short: "Bear Country," Disney; "Ben and Me," Disney; "Return to Glennascaul," Dublin Gate Theatre; "Vesuvius Express," 20th-Fox; "Winter Paradise," Warner.

Best Achievement by a Sound Department: "Calamity Jane," Warner; "Eternity," Columbia; "Knights of the Round Table," MGM; "Mississippi Gambler," U-I; "War of the Worlds," Paramount.

Film Leaders to Hear Highway Safety Talk

The motion picture industry will join representatives from mass communication media and other fields in a conference of the Presidential Commission on Highway Safety at the White House today through Friday. Cecil Dickson of the Motion Picture Association of America and official representative of the film industry at the discussions, will speak on the steps taken to promote safety on highways.

Johnston, All AMPP Officials Reelected

HOLLYWOOD, Feb. 16.—Eric Johnston, president of the Association of Motion Picture Producers, Inc., and all other incumbent officers, were reelected here last night.

Y. Frank Freeman is chairman of the board; B. B. Kahane and L. K. Sidney, vice-presidents; Charles S. Boren, vice-president in charge of industrial relations, and James S. Howie, secretary-treasurer.

Golden Receives Commerce Medal

WASHINGTON, Feb. 16.—Commerce Department film chief Nathan D. Golden received the Department's silver medal for meritorious service award today. Presented by Commerce Secretary Weeks, it was in recognition of Golden's "outstanding accomplishment and service in the promotion of foreign and domestic trade for the motion picture, photographic and allied industries."

Golden is director of the scientific, motion picture and photographic products division in the Department's business and defense services administration.

Brandt Takes JDA Post for '54 Drive

Harry Brandt, president of Brandt Theatres, will be vice-chairman of the 1954 Joint Defense Appeal, it was announced yesterday by Melvin A. Block and Julius S. Loewenthal, associate chairman of JDA in Greater New York.

The campaign, which seeks to raise half the national goal of $5,000,000 in the New York area, is conducted annually by JDA to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. JDA is the fund-raising arm for AJC and ADL.

Grainger Returns Here

James R. Grainger, president of RKO Pictures, returned to New York yesterday after an absence of four months in Hollywood. Grainger came here following the meeting of the company's board of directors in Atlanta last weekend which voted in favor of accepting Howard Hughes' offer to buy the assets of the corporation.

J. M. Dobbie, 72

TORONTO, Feb. 16.—J. M. Dobbie, 72, a partner of the famous Players Canadian Corp., died at his home in Brockville. Dobbie, who owned two Brockville theatres, had served as mayor, city councillor and president of the chamber of commerce of the city.

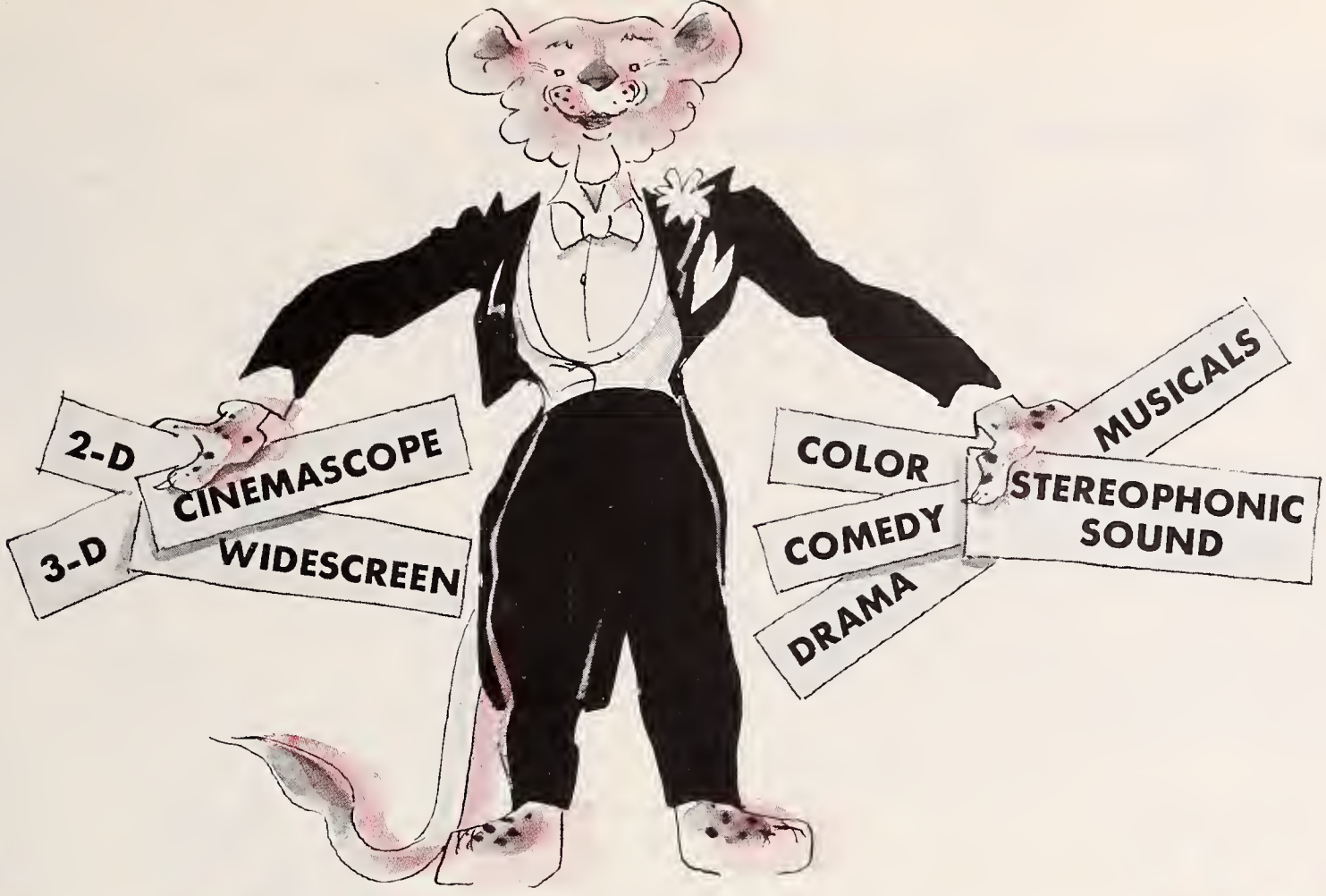
Auer Services Today

HOLLYWOOD, Feb. 16. — Funeral services will be held tomorrow afternoon at Pierce Brothers Mortuary, Beverly Hills, for Stephen Auer, 52, Republic Pictures producer, who died Saturday at Cedars of Lebanon Hospital following a long illness.

Mother of Barber

Funeral services for Mrs. Tervis Berberian, mother of Walter Barber, advertising production manager of Universal, will be held here today at St. Gregory Church. She died last Saturday and in addition to her son, is survived by three daughters.

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M-G-M's got product for every type of operation in this business!

While the spectacular CinemaScope sensation "KNIGHTS OF THE ROUND TABLE" (*in color magnificence—Robert Taylor, Ava Gardner, Mel Ferrer, Anne Crawford*) is packing theatres from Coast to Coast . . .

And the world's first CinemaScope Musical "ROSE MARIE" (*in color glory—Ann Blyth, Howard Keel, Fernando Lamas*) will thrill the public in March . . .

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"THE LONG, LONG TRAILER"
In color—Lucille Ball, Desi Arnaz.

"EXECUTIVE SUITE"
William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern.

"JULIUS CAESAR"
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr.

"RHAPSODY"
Technicolor—Elizabeth Taylor, Vittorio Gassman, John Ericson.

"GYPSY COLT"
In color—Donna Corcoran, Ward Bond, Frances Dee, and Gypsy.

"TENNESSEE CHAMP"
In color—Shelley Winters.

"FLAME AND THE FLESH"
Technicolor—Lana Turner, Pier Angeli, Carlos Thompson.



"That's just a few of many! We say it with Pictures!"

Sen. Johnson

(Continued from page 1)

get it. However, the responsible people in the industry practice self-restraint and self-regulation. That is greatly to their credit."

The Colorado Senator said that others "who pander to base tastes" scoff at self-discipline and hide behind "some well-meaning people who talk profoundly but not impressively of artistic license and freedom of expression." He warned, however, that these individuals are "playing with fire." The public can control that small part of the industry which gets out of line by refusing to see pictures which by-pass a seal of approval, he emphasized.

"The moviegoing public knows from long, bitter experience that when a picture does not get a Production Code seal, it is not decent, clean entertainment, fit for family entertainment," Johnson said.

New York Bills

(Continued from page 1)

drafted after discussions within that department, the Governor's office and other official agencies. No decision on which to favor or press for passage has been reached, Dr. Brind said. The legislation is not sponsored by the Regents, he added, which met following the recent U. S. Supreme Court decision reversing the Regents' man on "La Ronde" as "immoral."

Brydges and Fitzpatrick, the sponsors, are leading Republicans.

The first bill would add a new section to the Education Law, stating that for the purpose of the present law "the term 'immoral' and the phrase 'of such character that its exhibition would tend to corrupt morals' shall denote a motion picture film or part thereof, the dominant purpose or effect of which is erotic or pornographic; or which portrays acts of sexual immorality, lust, vulgarity or lewdness, or which expressly or impliedly presents such acts as desirable, acceptable or proper patterns of behavior."

The second measure reads" any motion picture film or part thereof shall be deemed to be immoral of a character that its exhibition would tend to corrupt morals within the meaning of Section 122, if A) it expressly or impliedly presents as desirable, acceptable or proper patterns of behavior acts relating to sex which constitute felonies or misdemeanors; B) its theme, manner or presentation or both present sex relations as desirable, acceptable or proper patterns of behavior between persons not married to each other; C) it portrays explicitly or in detail an act of adultery, fornication, rape or seduction; D) it portrays nudity or, a simulation thereof, partial nudity offensive to public decency, sexual relations of any kind, or actual birth, or if it presents scenes portraying sexual hygiene, sex organs, abortion, methods of contraception or venereal disease."

Incite to Crime

"Incite to crime" is defined to mean "when the theme or the manner of its presentation is of such character as to present the commission of unlawful acts or contempt for law as constituting profitable, desirable, respectable or commonly accepted acts of behavior; or if it advocates or teaches the use of, or the method of the use of, narcotics or habit-forming drugs."

Both bills would take effect immediately.

stand as the main body of the law, like the Constitution," but that "from time to time, as has happened in the past, there should be a special re-evaluation of it, to bring it up to the times."



Exhibitor Reaction

(Continued from page 1)

precaution to regulate the quality and standards of pictures within the industry, with both producers and exhibitors cooperating.

Exhibitors should not show films which do not bear Code approval, Roth said.

Milton Schwaber of Schwaber Theatres, Baltimore, said: "Censorship is an unfortunate setup as a rule. When censor boards are formed or changed, when there is a switch from one administration to the other, warped minds often find places on those boards. Such individuals become burdensome and troublesome. The voluntary system of self regulation adopted by our industry years ago is completely adequate and the Production Code actually is a living instrument for our guidance."

Samuel Rosen, executive vice-president of Stanley Warner Corp., said the Production Code is "very good for the industry. Occasionally, in light of changing times and conditions, it should be reviewed. But the basic principles of the Code should remain. I believe in self-regulation."

Gerry Wagner, general manager of Lopert Theatres in Washington said he believed "the Code should

Leonard Greenberger of the Fairmount Theatre, Cleveland, said retention of the Code is essential but it should be modernized to meet present living and moral standards. He said he believes the Advertising Code should be retained but revised at the point of selling to place entertainment values above sex appeal, which he calls a relic of industry pioneer days.

Lloyd Wineland, Jr., vice-president of Wineland Theatres, Washington, D. C., said he felt that the industry had fared well with the Code and should stick to it. Speaking as an exhibitor with neighborhood theatres catering to a family audience, Wineland said he did not feel any liberalization of the Code was warranted and that perhaps the Code is even too liberal already.

Morton Gerber, president of District Theatres, Washington, declared he believed the industry was "doing the right thing in sticking to the Production Code." He added that he thought that some small details might be changed but that the basic fundamentals should not be changed or the industry would wind up with more censorship than it already has.

Edward W. Lider, executive assistant to Nathan Yamins of Yamins Theatres, Fall River, Mass., said, "As a practical matter, theatres have grown and prospered under the Code and the industry has gained a standing of tremendous scope and value in community life. This is largely a result of our appeal to the masses and our offense to the very few."

Ernest Stellings, president, Essanpee Theatre Corp., says: "The trouble is not in the Code but in its interpretation. Censors should base their rulings in the light of today's opinion, reflecting changes in literature and habits and customs of the public."

A. B. Craver, Plaza Theatre, Charlotte, said: "I am in favor of the Code. I don't think we should relax its restrictions, which would permit an influx of low quality pictures and lower standards. I have never favored sex pictures."

Marvin Goldman of the K-B chain, Washington, said he felt very strongly that "the Production Code should not be completely dismissed but should be reviewed in the light of changes happening in the country today." He declared there should be "a definite lightening of the Production Code with an eye to more adult treatment of some subjects."

Leon Back, president of Allied Motion Picture Theatre Owners of Maryland and general manager of Rome Theatres, said in Baltimore, "I have read this statement (on the Code) as it appeared in the "Motion Picture Daily" and believe it a concise and accurate statement of the aims and objectives of producers of motion pictures. We, too, as exhibitors believe in all freedom of expression as guaranteed by the Constitution."

Meyer Leventhal, vice-president and general manager of Philip J. Schenck Theatre Enterprises, said in Baltimore, "we have had motion pictures for about 50 years and if we are not now qualified to protect the morals of the public, then we are in a bad situation today. I have known motion pictures and their standards since nickelodeon days and the Production Code today is as fine as we could have. I say to leave it alone. I am fully in accord with the Code and have only the highest praise for the integrity of the MPA of America."

Okla. Church Group Has 'Sadie' Canceled As 'Lewd, Vulgar'

McALESTER, Okla., Feb. 16.—The showing of "Miss Sadie Thompson" has been here after the McAlester Ministerial Alliance said a trailer of it was "lewd and vulgar."

The film was scheduled for showing this week but Buck Jones, manager of the Oklahoma Theatre, said he called it off because of the protests.

The Rev. John Ellis, president of the Alliance, said the 13-member group voted unanimously to ask for the ban after ministers agreed the film was "lewd and vulgar." The ministers never saw the complete fiim.

Distributor Agreed

Ellis said a woman member of his Nazarene Church congregation had protested after seeing the trailer, saying her "sensibilities were shocked."

Jones said he contacted the distributing company in Dallas and it agreed to the cancellation.

In Oklahoma City, C. A. Gibbs, branch manager for Columbia Pictures, said the film is being shown in Oklahoma City and Tulsa and the trailer has been shown "all over the state" without any complaints. He said the National Legion of Decency passed it with a rating for adults.

Move for State Censorship Made in Oklahoma City

OKLAHOMA CITY, Feb. 16.—A state legislative council committee voted today to investigate the need of a state motion picture censorship board. The committee on public health and welfare will have a subcommittee study the censorship laws of New York, Ohio and Massachusetts to determine if similar laws should be adopted in Oklahoma. Oklahoma at present has no official motion picture censorship boards either at state or city level.

The proposal was submitted by State Representative Glen Collins of Konawa, who asked laws prohibiting the showing of commercial movies considered lewd or obscene. He proposed the setting up of a state board to determine which films violate moral standards.

Morris Loewenstein, president of the Theatre Owners of Oklahoma, Inc., said, in opposing the measure: "We feel that a uniform national format such as the industry's Production Code will prove more effective than any unrelated group of control efforts which can only cause confusion and be the cause for imposing differing restrictions that would keep one section from seeing the same films showing elsewhere."

Md. Legislature Gets Bill On Censorship Curbs

BALTIMORE, Feb. 16.—A bill that would drastically cut the powers of the Maryland State Board of Motion Picture Censors has been introduced in the Maryland General Assembly, now in session at Annapolis. The proposed law, introduced by Delegate Jerome Robinson of Baltimore, would limit censors to rejecting films only on grounds of obscenity and indecency.

Under the present 38-year-old statute, the censor board must disapprove pictures which are sacrilegious, obscene, indecent, inhuman or immoral, or such as tend to debase or corrupt morals or incite to crime.

Your Jack in-the-Box!



Does it come as a surprise when you look into your Cost-of-Living . . . and out pops a JOKER?

You'll see the reason, when you examine the Bureau of Labor Statistics report showing that *your* Cost-of-Living has jumped 92.8% since 1939! *Your* FOOD cost has risen 141.4%; *your* RENT 42.4% and the cost of *your* APPAREL 99.2%! A further look at the Exhibitors Digest reveals an increase of 98.9% for *your* THEATRE EQUIPMENT and SUPPLIES from 1940 to 1952! *Your* jumping Jack . . . is springing from some pretty lively prices!

However, there are no springs and no strings attached to the negligible increase, IF ANY, you've received from NSS during the very same period!

Compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

In the THEATRE Equipment World . . .

. . . with RAY GALLO

THE Raytone Screen Corp., Brooklyn, N. Y., has a new brush designed for cleaning all types of screens, including those with metallic surfaces. The brush is intended for use with new screens only and the company says it should be used at least once each week to produce the best results. The brush has a socket into which any type of push-broom handle can be inserted. Using this handle and standing on a six or eight-foot ladder a person of normal height can easily clean any screen of normal proportions, the company points out. It is recommended that extension handles not be employed since they make the brush unwieldly to use.

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"Bar-B-Dog" is the name of a new combination frankfurter roaster and bun warmer designed to blend into counters or back bars at drive-in or indoor theatre refreshment stands. The unit requires only 14½-by-21 inches of counter space. It is constructed of stainless steel and the lower section is 90 per cent glass-enclosed so that the hot dogs are visible to patrons as they rotate on the automatic spit. Capacity is 48 hot dogs and 48 buns.

•

The Blumenfeld Theatres of California have signed a contract for complete service and maintenance with the RCA Service Co., according to an announcement by A. Blumenfeld, president of the circuit. The contract provides for scheduled inspection calls, emergency service, and replacement parts on projection and sound equipment in 32 of the circuit's theatres in California.

•

Pepsi-Cola International, a new wholly owned subsidiary of the Pepsi-Cola Co., is being formed to conduct all Pepsi-Cola operations outside North America. The new corporation, with offices in New York City, will become fully operative by April 1st. Named as chairman of the board of directors and president of the new firm is William B. Forsythe. He also serves as senior vice-president, director and member of the executive committee of Pepsi-Cola Co., the parent corporation.



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- 16mm interlock projection
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Review

"Bait"

(Columbia)

ANOTHER Hugo Haas vehicle, dealing with the troubles of a middle-aged man with a young, tantalizing woman, is offered in this Columbia release. The situations in the film are aimed at adult audiences with the suggestive sequences promising more than they deliver.

Haas plays a gold prospector who enlists the aid of a young farmer, John Agar, to help him attempt another strike at a lost gold mine. After much hard labor they discover the mine. But the lure of the gold is too much for Haas to give up half so he devises a scheme to rid himself of Agar. He knows a girl whose loose reputation suits his plan. He offers to marry her and she accepts because of the security and protection of his name. They return to the one-room cabin where the three must spend the winter.

The two younger people fall in love, according to design. Though they behave properly, Haas plans to leave them alone in the hope they will succumb to temptation. Then he can dispose of Agar with the unwritten law to justify him. But the plot backfires and the lovers escape his violence.

The story and screenplay by Samuel W. Taylor with additional dialogue by Haas is needlessly lengthy but the dialogue is realistic. Haas produced and directed and gives a top performance. Cleo Moore is convincing bait though her character is whitewashed rather thoroughly. Sir Cedric Hardwicke appears in an unnecessary prologue as the devil who tempts man to do his wicked chores.

"Bait" is on a par with Haas' other films and should do comparable business.

Running time, 79 minutes. Adult audience classification. For March release.

S-W's Rosen Finds

(Continued from page 1)

which are still short of product. As to the over-all effect of CinemaScope, he said the public is more responsive to pictures in the new medium. The Stanley Warner executive warned, however, that the "mere fact that we have extended runs doesn't ease the situation," claiming that the run of CinemaScope pictures is being "stretched" because of the lack of product.

Wants 'More and Better'

Rosen, who is also secretary-treasurer of the Fabian Circuit, said that, as a retailer, exhibition needs more and better pictures and can use an inventory of product occasionally.

SCTOA

(Continued from page 1)

select committee on small business, and all members of that committee, following a resolution unanimously adopted by SCTOA directors. The telegram said in part:

"We feel this would be a great error and injustice, definitely injurious to both the public and the small independent exhibitor."

Arthur said in his telegram, "If present laws do not give us the protection necessary against the monopoly existing in this business, then it is the duty and obligation of the committee on small business to advocate and support new laws which will protect the public and the small, independent exhibitor."

Ticket Tax

(Continued from page 1)

tee members that the excise-corporate tax bill might be reported out only a day or two later than the revision bill, and possibly even on the same day. That's because the committee cannot report the revision bill out immediately when it finishes voting next week. The bill is so long and complicated that it will take staff members several days to get it in final shape, and the lawmakers figure that while this staff work is going on, the committee can be voting on the excise and corporate tax rates.

Balaban

(Continued from page 1)

ervation of world peace by getting behind the Crusade for Freedom, pointing out that President Eisenhower had stressed the vital importance of continuing the round-the-clock broadcasts of RFE to 70,000,000 people of the Communist satellite nations.

Seeks 25,000,000 Signers

Nationally, Balaban stated, the Crusade seeks to enroll 25,000,000 signators to "Freedom Scrolls" attesting American support of Radio Free Europe and to raise 10 million "truth dollars," each of which, he said, "will buy 100 words of broadcast truth about America and democracy and will combat Communist untruths." By providing "free screens," Balaban said, the industry can render another immense patriotic contribution, comparable to the cooperation it gave in war time to bond sales, blood banks, Red Cross, USO and other civilian efforts.

The national exhibitor organizations have recognized the worthiness of the campaign and are urging their memberships to participate, Balaban stated. The theatre drive will take place during the week of March 15 when a trailer with Bing Crosby as narrator will be made available. The trailer runs 66 seconds and will be distributed by National Screen Service. Balaban expressed the hope that all theatres will show the subject and also arrange for patrons to sign the scrolls and donate "truth dollars" in the lobbies.

Three in Charge Here

In the New York metropolitan area, the campaign will be conducted by Harry Brandt, Emanuel Frisch and Wilbur Snaper.

Louis Novins, assistant to Balaban, stated that this was a citizens' movement instead of a government project, thereby giving greater effectiveness to the people in the Communist countries.

Balaban to Coast

Barney Balaban, Paramount president, will leave for the Coast by plane this afternoon for production conferences with Y. Frank Freeman, studio vice-president, and Don Hartman, executive producer.

National Pre-Selling

"THE Glenn Miller Story' staring James Stewart and June Allyson," reports Phil Hartung in the March issue of "Woman's Home Companion," "has top-notch performances and fine music which make this an outstanding and a heart-warming film biography."

"Knights of the Round Table," "Act of Love," "Miss Sadie Thompson," "Beneath the 12-Mile Reef" and "The Best Years of Our Lives" are among the other pictures reviewed and recommended in the March issue of the publication.

•

The striking full color ad on U-I's "The Glenn Miller Story" appearing in the current issue of "Life" will be seen by more than 26 million readers.

In the same issue, "Red Garter's" star Joanne Gilbert is the subject of a fashion article titled "Hollywood Clotheshorse." A beautifully full colored picture and many black and white photographs illustrate the story.

•

"Bad for Each Other's" featured actress, Marjorie Rambeau, told DeWitt Bodeen, special correspondent for "American Weekly's" February 14 issue, that "You can do anything when you've learned to pray."

Nine years ago on a foggy night Marjorie was in an auto crash. She was told by her doctors "she would never walk again." However, in "Bad for Each Other" she makes one entrance and exit and does it on her own two feet.

•

"The Long, Long Trailer," starring Lucille Ball and Desi Arnaz, was chosen by Ed Miller of "Seventeen" as the Picture-of-the-Month for March.

•

Mary Pickford's autobiography will be published in "McCall's" magazine, in three installments. The first will appear in the March issue.

•

"It Should Happen to You," "The Glenn Miller Story" and "The Barefoot Battalion" are among the pictures reviewed and recommended in the March issue of "Redbook" magazine.

•

"Riot in Cell Block 11," reports "Look's" reviewer in the current issue, "is a dramatic movie, made inside California's Folsom State Prison, and tells a realistic story of violent revolt against brutality and stupidity. Its fast action, fine photography and emotional impact make a powerful case against antiquated prisons and penal methods."

In the same issue, Danny Kaye, star of "Knock on Wood," is spotlighted in a full page color ad for Van Heusen shirts.

•

"The Long, Long Trailer's" star, Lucille Ball, told John Maynard in an interview for "Pictorial Review's" February 14 issue that she "loves her writers."

In the same issue Louella Parsons wrote an interesting profile of Sterling Hayden, star of "Prince Valiant."

WALTER HAAS



"We know you were coming— so we baked a cake!"

Here's wishing a great big HAPPY 30th BIRTHDAY to MGM . . . one of our favorite movie-makers. We know you'll keep making wonderful, family-type movies—that we can tell our readers are "COMPANION-approved!"

Each month 4,400,000 women read the COMPANION'S movie guide—and go with their families to the recommended pictures. It's a fact — COMPANION *readers have a lot to say about the movie-going habits of the whole country!*

To reach these influential citizens, Hollywood has invested more money in the COMPANION during the last seven years than in any other monthly magazine.* **Except, of course, the fan magazines.*

Currently advertised in the COMPANION

The Long, Long Trailer.....MGM

Rob Roy.....Walt Disney Productions

The Glenn Miller Story . . . . . Universal-International

Knights of the Round Table.....MGM

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N. Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

COMPLETELY

HILARIOUS!

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Top Banana

SEE IT! EXACTLY AS IT WAS SHOWN ON THE N.Y. STAGE FOR $7.70

LAFFS

IN COLOR BY COLOR CORP. OF AMERICA

LOUD, FAST FUNNY!

TERRIFIC ★ HYSTERICAL ★ GIRLS ★ GIRLS ★ GIRLS ★

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HARRY M. POPKIN PRESENTS
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ROSE MARIE
DANNY SCHOLL · JUDY LYNN
AND ENTIRE NEW YORK CAST
PRODUCED BY ALBERT ZUGSMITH
AND BEN PESKAY
DIRECTED BY ALFRED E. GREEN
BASED UPON BROADWAY HIT AS PRESENTED BY PAULA STONE AND MIKE SLOANE
MUSIC AND LYRICS BY JOHNNY MERCER

WASHINGTON BIRTHDAY WEEKEND AUDIENCES IN LOS ANGELES (VOGUE, LOS ANGELES LOYOLA, RITZ—AND FOX-WEST COAST SATURATION) NEW YORK (VICTORIA) AND PHILADELPHIA (GOLDMAN) WILL BE ROLLING IN THE AISLES WHILE BOXOFFICES WILL BE ROLLING IN THE DOUGH!

AND THEN WATCH THE MICHIGAN THEATRE IN DETROIT!

QUALITY PICTURES UA IN QUANTITY

"Audience laughed its collective head off!" —HOLLYWOOD REPORTER "There's every indication of money in this one, and plenty of it!"—FILM DAILY "Happy outlook! Word-of-mouth ought to be helpful and final tally very pleasant!"—VARIETY

35TH ANNIVERSARY 1919 UA 1954

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 33 NEW YORK, U.S.A., THURSDAY, FEBRUARY 18, 1954 TEN CENTS

New High

DisneyProduct Outlay Put at $22,000,000

All Feature Length Films To Be in CinemaScope

Walt Disney Productions has an investment of $22,000,000 in product currently, films either in production or in preparation, it was disclosed here by Leo F. Samuels, world-wide sales supervisor, who recently returned from studio conferences on the Coast.

Samuels, underlining Disney's enthusiastic support of the CinemaScope medium, said that all the current feature-length Disney productions, both live-action and cartoons, will be made in CinemaScope with stereophonic sound. The productions now

(*Continued on page* 8)

Agnew to Film Post With Defense Dept.

WASHINGTON, Feb. 17.—Neil Agnew, industry executive, has accepted the chairmanship of a coordinating committee which will effect economies and streamline the motion picture activities within the Department of Defense.



Neil Agnew

Agnew will work closely with the Motion Picture Association of America, whose cooperation and assistance in the project were solicited by the government.

Eric Johnston, MPAA president, recommended Agnew for the post. Ag-

(*Continued on page* 8)

L. A. Catholics Urged Not to Attend 'Line'

HOLLYWOOD, Feb. 17.—James Francis Cardinal McIntyre, Archbishop of Los Angeles, has instructed pastors of the diocese to read the following letter at all masses next Sunday:

"It is with sincere sorrow I am obliged to declare a position against a pernicious threat to the moral life

(*Continued on page* 6)

Balto. Variety Tent To Honor Skouras As 'Man of Year'

BALTIMORE, Feb. 17.—The Variety Club of Baltimore on March 31 will hold a testimonial dinner in honor of Spyros P. Skouras, president of 20th Century-Fox, whom the club has designated "Industry Man of the Year." The award is made to Skouras for "his courageous and vital role in the pioneering and development of CinemaScope, the projection medium that has launched a great new era in entertainment."

All proceeds of the dinner will go to the Variety Club's Heart Fund Drive.

The decision to honor Skouras was

(*Continued on page* 6)

Compo Press Group Headed by Mandel

Harry Mandel, advertising-publicity director of RKO Theatres, has been elected chairman of the press relations committee of the Council of Motion Picture Organizations. He succeeds Maurice Bergman of Universal.

COMPO's advertising campaign in "Editor & Publisher" is slated to get under way in about three weeks. The campaign will be in the form of display space designed to acquaint newspaper editors with the industry's problems, with the initial ads aimed at stating its position in regard to

(*Continued on page* 6)

Columbia Preferred Up 12 in 3 Days

Heavy trading in Columbia Pictures' preferred stock during the last few days has created the impression among some Wall Street sources that the company is calling in its preferred shares, although Columbia executives will not comment on the speculations.

Columbia's preferred went up three points on Monday, six on Tuesday and three yesterday, closing at 82 from a high for the day of 89. It is reported that there are 61,000 shares of the company's preferred stock outstanding and that they are callable at $107.00.

Ask Rehearing of Adelman Trust Case

NEW ORLEANS, Feb. 16.—The eight major distributors have filed a petition for a rehearing of the Adelman anti-trust suit in U. S. Circuit Court of Appeals here. The court recently reversed the Federal District Court's dismissal of the Texas exhibitor's case.

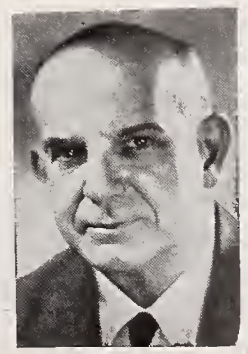
The major distributors in their petition contended that the recent U. S. Supreme Court decision in the Theatre Enterprises' case was in conflict with the Circuit Court's finding that the Paramount case decrees are admissible as evidence in private suits even

(*Continued on page* 8)

Optimistic View

Yates Says Better Product Paying Off at Box-Office

Herbert J. Yates, president of Republic, expressed an optimistic view of the industry yesterday on the eve of his departure today for a six-week tour of Europe. He will make a survey in England, France, Italy and Germany in regard to Republic's American-made product and will probe the possibilities of producing several pictures abroad.



Herbert Yates

Yates attributed the upsurge of theatre business to better quality pictures, asserting that "this better product is the life-line of the industry" and that "when there is an abundance of big pictures on the market, the box-office soars." He added that when there is a box-office famine, there is a resultant drop in receipts.

The Republic president said that he felt that every producer now making pictures was conscious of the fact that pictures no longer can be manufactured; they have to be "hand-tooled." Otherwise, he said, the loss of business, regardless of production cost, is such that producers could not possibly stay in business.

As for Republic, Yates said that never before in the history of the com-

(*Continued on page* 6)

Draws Applause

Claim Amazing Results With New Type Lens

RKO Development Is Demonstrated at Studio

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 17.—A variable anamorphic lens system which, it is claimed, can permit an exhibitor to widen his picture to whatever width his screen can accommodate without changing the height was demonstrated here last night at the RKO Radio studio. The system was developed by Joseph and Irving Tushinsky with the cooperation of RKO studio head C. J. Tevlin.

The demonstration drew enthusiastic applause from members of the Western division of

(*Continued on page* 6)

Name Branson RKO Foreign Manager

The appointment of Walter Branson as general manager of all foreign operations for RKO Radio Pictures was announced here yesterday by James R. Grainger, president.



Walter Branson

Branson received a temporary appointment as foreign manager three weeks ago, following the resignation of Alfred Crown, who joined Moulin Productions as president. Grainger's announcement of the permanency of

(*Continued on page* 6)

Seek to Enjoin RKO Hughes Sale Here

A motion seeking an injunction to block the sale of RKO Pictures' assets to Howard Hughes was filed here yesterday in New York Supreme Court by attorneys for minority stockholders Louis Schiff and Jacob Sacks. The motion is returnable on Tuesday.

The New York action came on the

(*Continued on page* 8)

Personal Mention

WALT DISNEY, chairman of the board of Walt Disney Productions, is due to return here today from Atlantic City and proceed immediately to Nassau in conjunction with his production of "20,000 Leagues Under the Sea."

•

MAURICE SILVERSTEIN, regional director in Latin America for Loew's International Corp., will leave Mexico City today for Havana on the first leg of a trip to offices throughout his region.

•

PAUL W. AMADEO, general manager, Turnpike Theatre Corp., Newington, Conn., and MRS. AMADEO have returned to Hartford after a vacation in Miami Beach.

•

MARTIN DAVIS, publicist for Samuel Goldwyn Prod. here, became a father yesterday for the first time with the birth of a son to MRS. DAVIS at Doctors Hospital.

•

HARRY FELLERMAN, sales head of the special films division of Universal-International, will return to New York tomorrow from Boston.

•

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, left here Tuesday for Jacksonville.

•

JEAN DUBARRY, assistant manager at the Stanley Warner Strand, Hartford, has been promoted to manager of the S-W Art, Springfield, Mass. Replacing him in Hartford is WILLIAM HORGAN, formerly on the staff of the Paramount Theatre in Springfield.

•

FRED R. GREENWAY, manager, Loew's Poli Palace, Hartford, has returned to his desk following a lengthy illness.

•

AL O'KEEFE, vice-president of Pola-Lite Corp., will return to New York today from the Coast.

•

DAN S. TERRELL, M-G-M publicity manager, returned here yesterday from Hollywood by way of Washington.

•

CHARLES JANDEAU, operator at the Rivoli, Roxbury, Mass., is in Boston City Hospital for surgery.

•

LOUIS BROWN, salesman for National Theatre Supply, is in Veterans Hospital, Brookline, for observation.

•

JAMES JOVAN, manager of the Monroe Theatre, Chicago, was a recent visitor in New York.

'Sadie' in 2-D Opens At Loew's Theatres

The 2-D version of "Miss Sadie Thompson" opened here yesterday in the 31 houses of the metropolitan Loew circuit. The film was premiered in 3-D here on Christmas eve at the Capitol and ran seven weeks.

ALLIED DISCLAIMS PLAN TO VOTE AT LOEW'S ANNUAL MEET

Allied States officials yesterday denied or disclaimed knowledge of a reported plan to send members of its committee on stock representation in major companies to the annual meeting of Loew's stockholders at the home office next Thursday in an attempt to influence company policy in the direction of increased production.

The Allied stock committee is scheduled to meet in New York next Wednesday, with the Allied board of directors convening here the following two days.

One Allied official said he doubted the committee had the legal right to take action in the form of advancing any recommendations at the Loew's or any other company stockholder meeting, or exercising voting rights to proxies which may have been given by Allied members who hold stock in major companies.

This official explained that the Allied stock committee, in his opinion, has been authorized only to devise and recommend a plan of action. The plan would have to be approved by the board and the committee or others authorized to proceed with it before any specific action could be taken, he believes.

"Allied officials or members may attend the Loew's annual meeting of stockholders next week as individuals," he said. "I do not believe we will be represented as an organization until next year's annual meetings."

MPEA Halts Film Exports to Chile

The cessation of film shipments to Chile was agreed upon at a meeting here Tuesday of the Motion Picture Export Association board of directors.

The action was taken following a report that the Chilean government has doubled its exchange rate for American film companies, thereby reducing the remittances from the estimated $1,000,000 a year market in half. The halting of film shipments will remain in effect pending negotiations, it was added.

Technicolor to Drop 330 Employes Mar. 1

HOLLYWOOD, Feb. 17.—A total of 330 employes out of 2,300 will be laid off at the Technicolor plant, effective March 1, the company disclosed. The management said the personnel affected were the first employed during the past 18 months and the dismissal was reluctantly decided in consequence of reduction in production, principally of release prints, due largely to new processes and dimensions.

Schwartz to Post in Arthritis Foundation

Sol A. Schwartz, president of RKO Theatres, has accepted the chairmanship of the motion picture division of the 1954 development fund drive of the New York Arthritis and Rheumatism Foundation.

The Foundation has set up in New York a four-point program for clinic establishment and support research, rehabilitation and the education of the arthritically disabled.

Report B & K 'Scope Sans Stereo Sound

CHICAGO, Feb. 17.—A report circulating here has Warner's first CinemaScope picture, "The Command," going into B. & K.'s United Artists Theatre for its first Loop run without stereophonic sound. If true, it will be the first CinemaScope picture to play here without directional sound.

Joins Goldwyn, Jr.

Richard C. Brown has been named story editor for Westward Productions Ltd. The new company, headed by Samuel Goldwyn, Jr., will produce motion pictures for television.

Salmon Unit Head of Brotherhood Week

Montague Salmon, managing director of the Rivoli Theatre here, has been named Broadway chairman of the national exhibitors' Brotherhood Week drive, to be held Feb. 21-28. Emanuel Frisch is national chairman of the campaign for 1954.

Brotherhood Week, sponsored by the National Council of Christians and Jews, is being held under the slogan "Let's Get Together for Brotherhood."

Buckingham Services

BALTIMORE, Feb. 17.—Funeral services were held today for Jerome E. Buckingham, who died suddenly Sunday night. For the last 29 years he had served as business agent for Local 19, International Alliance of Theatrical Stage Employes here.

Thomas Stelling, 70

ASHEVILLE, N. C., Feb. 17.—Thomas L. Stelling, 70, theatre manager here, died at his home of a heart attack. Manager of the Plaza for the past 25 years, Stelling had also managed the Old Palace in West Asheville.

Dividend on Loew's

Loew's, Inc., directors yesterday declared the regular quarterly dividend of 20 cents a share on the outstanding stock, payable March 31 to stockholders of record March 12.

Urges Exhibition of 'Price of Liberty' For Defense Dept.

"The Price of Liberty," the 10-minute historical documentary about women in the Armed Services, will be screened here next Thursday, according to an invitation issued yesterday by the Department of Defense and the Council of Motion Picture Organizations.

The documentary, made by Warner-Pathe Newsreel for the Defense Department, has won a pledge of cooperation from the industry, which will seek the widest distribution possible. About a month ago, it was stated, members of the sales managers committee of the Motion Picture Association of America met in Washington with Defense Secretary Wilson and pledged the industry's aid in obtaining the widest exhibition for the film, which is a sequel to "The Real Miss America," last year's film. COMPO's role, it was explained, is to act as liaison between the industry and the Defense Department.

Callow Cinerama's Ad-Publicity Head

Everett C. Callow has been appointed Cinerama's director of advertising and publicity, effective immediately. He succeeds John Joseph, who leaves to join the Hilton Hotels as publicity manager on March 1.

Callow has been director of advertising and publicity for the Philadelphia zone of Stanley Warner Theatres since 1938, except for two-year periods during World War II and the Korean conflict when he served as a public information officer for the Marine Corps. He had joined Warners Bros. Theatres in 1929 as manager and then was district manager in the Philadelphia area.

Bernhard from Europe

Joseph Bernhard, assistant to Si Fabian, president of Stanley Warner and Cinerama, and William Latady, vice-president of Cinerama, have returned from London and Paris where they surveyed theatre possibilities for the opening of Cinerama. Bernhard said no negotiations had been concluded for any theatres.

Leisen Accepts Post

HOLLYWOOD, Feb. 17.—Director-producer Mitchell Leisen has accepted the invitation of the Academy of Motion Picture Arts and Sciences to be the general director of the 26th annual Academy Awards presentation program, which will be telecast and broadcast over the NBC radio and television network on March 25.

Mintz Leaving S-W

MILWAUKEE, Feb. 17.—Harry Mintz is leaving the Stanley Warner theatre circuit effective March 6 to take over operation of three theatres in Wisconsin Rapids formerly operated by Standard Theatres Management, Inc. The houses are the Palace, Wisconsin and Highway 13 Drive-in.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ON THE HEELS OF 'HONDO' COMES ANOTHER SUPERB STORY OF THE AMERICAN FRONTIER

--THIS TIME IN

CINEMASCOPE



--and it's 'Hondo'-size business across the land for Warners' new big one

THE COMMAND

WARNERCOLOR AND STEREOPHONIC SOUND

STARRING
"THE COMMAND" GUY MADISON · JOAN WELDON · JAMES WHITMORE · WITH CARL BENTON REID · HARVEY LEMBECK · SCREEN PLAY BY RUSSELL HUGHES · PRODUCED BY DAVID WEISBART · DIRECTED BY DAVID BUTLER
MUSIC COMPOSED BY DIMITRI TIOMKIN

MARABUNTA

MARABUNTA

MARABUNTA

From Paramount In March..

FOR THE STRONG GROSSES SCORED TODAY BY PICTURES THAT ARE BIG AND DIFFERENT!



MARABUNTA

MARABUNTA

THE

starring

CHARLTON HESTON

Produced by GEORGE PAL • Directed by BYRON HASKIN • Screenplay b



Nothing in this business equals the excitement of a big picture—and this one's got it! Man-woman conflict and attraction. The Brazilian jungle in tropically lush Technicolor. A star team to bring the heat of its love story to the boiling point. And then a spectacular climax, devised by Producer George Pal, out-thrilling anything in "Destination Moon," "When Worlds Collide" or "The War of the Worlds." Using *realism,* not fantasy, Pal's depiction of the menacing Marabunta is an unforgettable miracle of entertainment!

NAKED JUNGLE

Color by
TECHNICOLOR

and

ELEANOR PARKER

PHILIP YORDAN and RANALD MACDOUGALL • Based on a story by Carl Stephenson

Key City Exhibitors Divided in Opinion Regarding Code

From Chicago, Boston and Detroit have come additional statements by leading theatremen expressing varying opinions, mostly favorable, regarding the reaffirmation of confidence in the Production Code by eight member companies of the Motion Picture Association.

Harry Balaban, H. & E. Balaban, said in Chicago, "we have been happy and satisfied under the Code. I feel that as it stands it has done, and is doing, a good job for the industry. I do not feel that any major changes or revisions are necessary."

Jack Rose of Indiana-Illinois Theatres came out for a "living code," that would be "flexible enough to permit adult pictures to be shown to adults, but not just for sensationalism." He feels that the Code "should be operated by the industry to keep pictures on a high moral plane so that we will not have every Tom, Dick and Harry sniping at us, but it should not be so stringent as to prevent a film such as 'The Moon Is Blue' from being shown to mature audiences."

John J. Jones of Jones, Linick and Schaefer argued that "if the business doesn't need censorship, how can we justify self-censorship under the Code? I don't feel that the producers are objective enough in their approach to be allowed to tell others what is objectionable and what is not. It's a matter for each producer to decide for himself as a responsible business man. The only code agreement that makes any sense is one that would call for the advertising of adult pictures as such. Meanwhile, let's place the responsibility where it belongs—on the individual producer, just as is done in other businesses."

Ray Feeley, owner-operator of the Weymouth Theatre, Weymouth, Mass., said: "While I feel that our industry as well as the press and other media of public expression should not be unduly limited by censorship, I also feel that the Code has justified its existence by protecting from within the industry the various branches which might have been otherwise hampered by one or more radical producers."

Julian Rifkin, vice-president of Rifkin Theatres, declared: "Our industry should not be bound by a code any different from one which binds any other medium of communication. As in books, radio and TV, the public should and does decide what to select."

Arthur Lockwood, treasurer of Lockwood & Gordon Enterprises and a former president of Theatre Owners of America, said: "I agree wholeheartedly with the code statement as appearing in MOTION PICTURE DAILY and consider it excellent."

David Idzal, of the Fox Theatre, Detroit, was "in complete agreement with the statement that decent entertainment is the best entertainment."

SPECIAL TRAILERS
FAMOUS FOR QUALITY
That Get You Best Results And The Speed You Need.
NEW YORK 630 Ninth Ave.
FILMACK
1327 S. Wabash Ave. CHICAGO 5, ILLINOIS

RKO's New Type Lens

(*Continued from page* 1)

the Society of Motion Picture and Television Engineers who twice filled the 300-seat sound stage. The system was developed behind locked doors and it is reported that it is capable of accomplishing seemingly impossible screen results with standard pictures.

In addition to its ability to widen the picture, it further is claimed that producers shooting in 2.55-to-1 or similar aspect ratios anamorphically can dispense with the second camera shooting the normal (1.33-to-1) version which entails costs of between $200,000 and $300,000 because the Tushinsky system can produce standard, or any lesser width, prints from an anamorphic negative.

The system utilizes three variable anamorphic lenses; one for shooting, one for optical printing and one for projecting, although not all are required in all cases. In a complete case, the picture is photographed in the normal aspect ratio, but with vital subject matter confined in 2.2-1 proportion, and, from the negative thus obtained, both standard and anamorphic prints are taken. Ultimately, two prints, one for houses using up to 2.2-1 ratios and another for houses using up to 3-1, will be made available.

A sequence from RKO's "Susan Slept Here" was used to show how the picture photographed in standard proportion can be widened, using an anamorphic projection lens only, with corresponding masking, without loss of definition.

A sequence from M-G-M's "Knights of the Round Table" was used to show how a picture shot in 2.66-1 can be converted to any lesser width, down to normal.

No disclosures as to when and how the system will be introduced commercially have been made.

The footage shot by Paramount with its horizontally-fed "Lazy 8" camera, first used in shooting "White Christmas," and by M-G-M with its likewise horizontally-fed Metroscope camera, which had not been publicly demonstrated heretofore, as well as scenes shot by M-G-M in CinemaScope, and by several studios using standard Mitchell 35mm cameras, were used in the demonstration. Technicolor, Eastman color and Ansco color processes were represented in the subjects screened.

To Honor Skouras

(*Continued from page* 1)

made by unanimous vote of the club's board of directors at a meeting held here this week. The testimonial dinner, which will be held in the grand ballroom of the Emerson Hotel here, will be attended by Federal, state and city officials, military and religious leaders and prominent figures in the industry.

All Officers Renamed By National Theatres

HOLLYWOOD, Feb. 17.—Charles P. Skouras was reelected president of National Theatres, Inc. at the annual stockholders' meeting here yesterday. All other officers and the board of directors also were reelected.

H. C. Cox is vice-president and treasurer; Elmer C. Rhoden, Frank H. Ricketson and George Bowser, vice-presidents, and John C. Bertero, vice-president and attorney.

Skouras told stockholders that the concentration on big pictures by producers is causing a reduction in the total number of films produced. The resultant product shortage, coupled with increased film rentals, is the pressing problem of all exhibitors, continued Skouras.

He also stated that theatres in Midwestern, Rocky Mountain and Northern California areas had experienced an attendance decline due to the impact of a large number of new television stations, but that theatres there will gradually adjust to television competition.

Although the "program picture" era has passed, outstanding attractions will continue to do big business, said Skouras. CinemaScope with stereophonic sound has been installed in 148 National Theatres' houses and a total of 220 will be equipped by the end of the year. Over $4,000,000 has been spent so far on CinemaScope installations and $2,000,000 on two theatres, one in Denver and the completely renovated Fox in Portland, Ore.

Name Branson

(*Continued from page* 1)

Branson's appointment caps a career with the company in which he served in various executive capacities, the last being as assistant general sales manager.

Branson, who is credited with inaugurating the present annual sales drive system at RKO, began his film career as a booker for Pathe in Omaha in 1923. He became manager at Omaha for Pathe in 1925, and then served successively in the next three years as manager for Des Moines and St. Louis. In 1929 he was brought to the home office of Pathe as short subjects sales manager and following the merger of RKO and Pathe after a number of successive promotions he was made assistant general sales manager in 1952.

Yates

(*Continued from page* 1)

pany did it have nine pictures completed and ready for release. These pictures, made at a cost of $15,000,000, will be given promotional campaigns similar to the one used to launch "Jubilee Trail" in New Orleans recently. He stressed his belief that such campaigns are important in keeping the public aware of big pictures. Yates was particularly enthusiastic over the upcoming "Johnny Guitar," starring Joan Crawford; "Make Haste to Live," "Laughing Anne" and "Trouble in the Glen," all of which are based on currently popular story properties.

'Scope Goes Into 300-Seat O. House

NEW LONDON, O., Feb. 15. — Complete CinemaScope equipment is being installed in the 300-seat Karolyn Theatre here by the owner, J. O. Guthrie. This is said to be one of the smallest theatres in one of the smallest communities, pop. 1,656, to have a complete CinemaScope installation.

L. A. Prelate

(*Continued from page* 1)

of the people, and an impending smear upon the reputation of our city of Los Angeles.

"I refer to the announcement of the opening at an early date of a motion picture entitled 'The French Line.' Based upon the very best of experienced and conservative opinion, this film is highly immoral, and can readily constitute an occasion of serious sin to an observer.

Cites Legion's Ban

"In addition to being condemned by the Legion of Deceney, the picture is being presented without the approval of the Motion Picture Production Code of the film industry. In fact, it is being presented in defiance of this code, which is the agency of the motion picture industry that has struggled through many years to maintain a standard in motion pictures without offense to public morals. This picture offends public deeency and the traditional standards of any American community.

"Thus, as children of God, desiring to preserve our souls clean and wholesome; as citizens of our beloved city; as supporters of the Legion of Decency, as well as the Code of the motion picture industry, we urge that this film be repudiated emphatically by the people of Los Angeles. Our sense of common decency and our civic pride are offended deeply by the persistency of those responsible for this picture. The defying of morality and decency, as well as the rejection of the Code to which they subscribed, is a manifestation of the policy—confuse and divide.

'Depravity' Stressed

"May the depravity of this showing be repulsed by an indignant rejection."

The picture is scheduled to open Wednesday at the Hawaii, Hollywood and Orpheum theatres in downtown Los Angeles.

Mandel Heads

(*Continued from page* 1)

the elimination of the Federal admissions tax.

Harry Goldberg of Stanley Warner Theatres was named to Mandel's former position as one of the committee's two vice-chairmen, the other being Art Arthur of the Motion Picture Industry Council of Hollywood.

Plan Wide Distribution

As soon as proofs of approved advertisements for E. and P. are available they will be distributed widely among editors, commentators and publishers and within the industry itself. Copy is being prepared by Donahue & Coe in consultation with Robert W. Coyne and Charles E. McCarthy of the COMPO staff, with final copy approval resting with Goldberg and Oscar Doob of M-G-M, acting for the committee.

Entirely re-styled... a newer
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Stay Is Asked to Halt Competitive Bidding In Michigan City

CHICAGO, Feb. 17.—Following up his recent action against Loew's, Inc.; Indiana-Illinois Theatres, Inc.; and Jack Rose and Alex Manta, in which he asked an injunction to prevent Loew's from forcing the Liberty Theatre to bid against the Indiana-Illinois circuit's Lido and Tivoli for first-run pictures in Michigan City, Indiana, attorney Seymour Simon has filed a preliminary injunction to bring about an immediate halt to competitive bidding for Loew's pictures in Michigan City to last until the case for a permanent injunction is heard by Judge Julius Hoffman of the U. S. District Court here.

Asking that Loew's continue to offer pictures under the "split" which has been in effect since 1949, through which M-G-M, 20th Century-Fox and Warner pictures were placed in groups of three as they were released, with the Liberty getting first pick of one group and second pick of the alternate group, Simon charges in his motion that Indiana-Illinois bid unjustifiably high prices for pictures in the past to prevent the Liberty from running them.

In his motion Simon cited picture-by-picture examples of so-called unjustified high bidding.

Dismiss Jeffers Suit Against Extras Guild

HOLLYWOOD, Feb. 17.—The $200,000 libel suit brought by actor Michael Jeffers against Screen Extras Guild was dismissed yesterday by Superior Judge George A. Dockweiler, with the jury deadlocked six-to-six after nearly a week of deliberations. The case had consumed 118 trial days.

A request by the plaintiff last Thursday that the court take the case from the jury and render his own decision was denied Monday, with the jury continuing deliberations until late yesterday. Counsel for Jeffers today requested immediate re-trial.

Jeffers had charged the SEG libelled him in printed matter circulated by the Guild linking him with Communist-influenced organizations active in the 1945 studio strike.

Brando Sued by 20th For $2,000,000

Twentieth Century-Fox on Tuesday filed suit in New York Federal Court here against Marlon Brando for $2,000,000 damages and an injunction to prevent him from working for any other studio during the term of his present contract.

It is charged that under Brando's contract, which was signed on April 12, 1951, the actor agreed to give his exclusive services to 20th-Fox and that he failed and refused to comply with the provisions of the pact.

Republic Cites Dowd As 'Man of Month'

Jack Dowd, Republic branch manager for Los Angeles, has been selected as "Man of the Month" for January by C. Bruce Newbery, director of sales.

Honorable mentions went to branch managers Ed Brauer, Atlanta; Nat Wyse, Memphis; Cy Dillon, Charlotte, and Barney Brager, Indianapolis.

Sit Tight, Boys; College Professor Comes Up With a Circular Screen

URBANA, Ill., Feb. 17.—A University of Illinois professor, Jozef Cohen, has applied for a patent on a wide-screen idea that might cause Cinerama and CinemaScope screens to look like postage stamps.

With standard lenses and film, and only one projector, the plan would permit an audience to sit in a circular theatre and be completely surrounded by the picture. While the device is said to be capable of producing a picture completely encircling the audience, Cohen envisions its actual use involving a halfcircle picture, because, he admits, nobody would be interested in a picture behind himself. That is, if he has only one head.

Dickinson Suit Moves Forward

ALBANY, Feb. 17.—An answering brief by the plaintiff was allowed by Federal Judge James Foley here in the Dickinson suit against the eight major distributors and Schine Theatres.

The $3,000,000 anti-trust suit was brought by the executor of the estate of Charles E. Dickinson, former owner of a one-third stock interest in Reliance Theatres, Inc., which operated from the Palace Theatre, Lockport, N. Y., from 1933 to 1936. Following the answering brief, the defendants will be allowed to present a cross memorandum before judgment is rendered.

Kramer Elected to Board of ASCAP

Alex C. Kramer, composer, has been elected a member of the board of directors of ASCAP to fill the unexpired term of Edgar Leslie, it was announced by Stanley Adams, ASCAP president.

Born in Montreal, Canada, in 1903, Kramer is the composer of such songs as "Far Away Places," "Candy," "It's Love, Love, Love."

Central Casting Renames Officers

HOLLYWOOD, Feb. 17. — Y. Frank Freeman was reelected president of Central Casting Corp. at the annual meeting of the board of directors here Tuesday.

Other officers renamed are Fred S. Meyer, vice-president and chairman of the board; Charles S. Boren, executive vice-president, and James S. Howie, secretary and treasurer.

Aboaf to Oversee Rank Films for 'U'

Cesar Aboaf, formerly general manager for Warner Brothers in Argentina, has joined Universal-International Films and has been named by A. E. Daff, executive vice-president of Universal, to be special field representative for the J. Arthur Rank pictures released by U-I in Latin America. He will work under the supervision of Al Lowe, and will make his headquarters in Buenos Aires.

3-D 'Lagoon' Opens Big

DETROIT, Feb. 17. — Universal "Creature From the Black Lagoon" in 3-D is reported to be heading for a big $27,000 in its opening week at the Broadway Capitol here. It may top the record business of Universal's first 3-D film, "It Came From Outer Space," which played the Palms here last June.

Denver Benefit

DENVER, Feb. 17.—A star-studded benefit show was put on here by Variety Club Tent No. 37, which was burned out a few months ago. At $3 a ticket, 2,000 persons saw the program at the Denver Theatre. Proceeds will be divided equally between the club's building fund and the Child Clinic at the University of Denver.

'Pinocchio' Re-released

BOSTON, Feb. 17.—Walt Disney's "Pinocchio" was re-released for the third time with a premiere at Keith's Memorial here today. The RKO picture, which will be released nationally about Easter, will open in over 200 New England cities during the next few days.

Three Films Started And Six Are Being Edited at Studios

HOLLYWOOD, Feb. 17.—Three features were started here and six others sent to the editing departments during the second week of February. The three started were all in CinemaScope. They are: "The Pleasure's All Mine," Columbia, with color in Technicolor; "Battle Cry," Warners, WarnerColor, and "Sitting Bull," W. R. Frank, for United Artists release.

Currently being edited are: "The Killer Wore a Badge" and "Three Hours to Kill," Columbia; "Beau Brummell," M-G-M; "The Sign of the Pagan" and "Dawn of Socorro," Universal-International, and "A Star Is Born," Warners.

Drive-in Meet Set By K-TMO for March

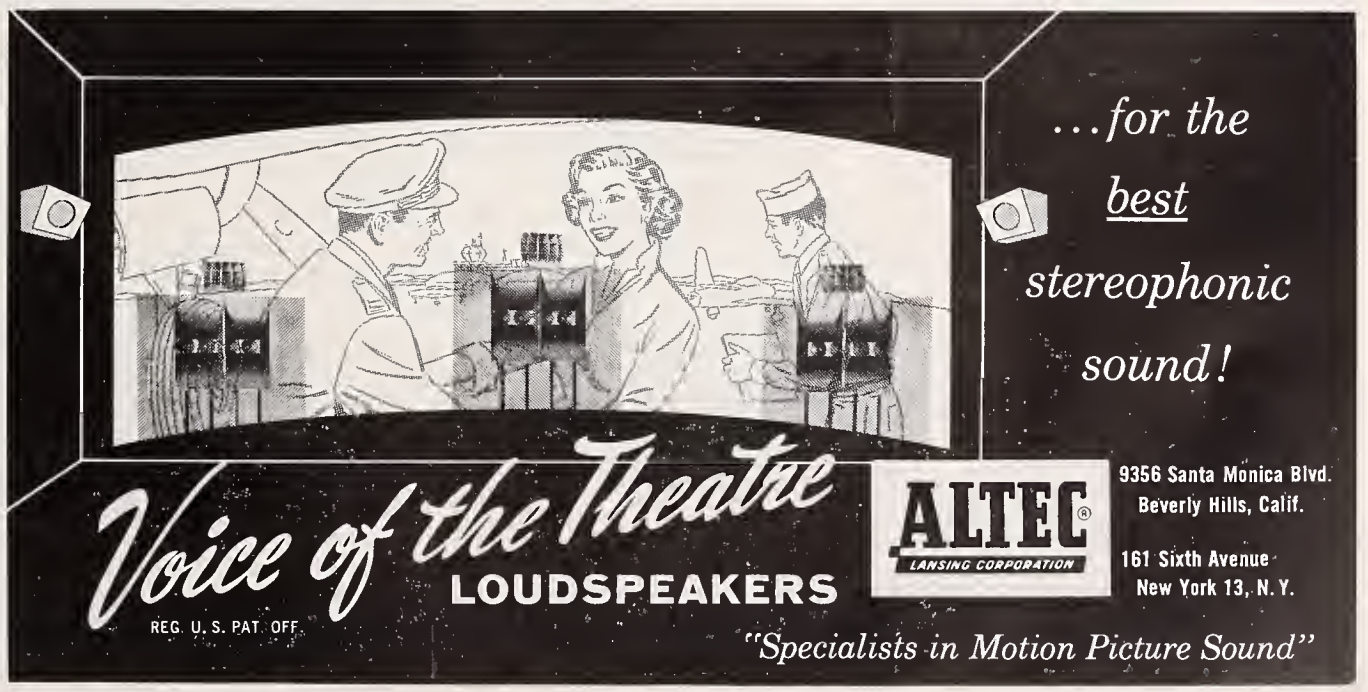
KANSAS CITY, Feb. 17. — The dates, March 9 and 10, and the place, the Continental Hotel here were set today for the drive-in conference this spring sponsored by the Kansas-Missouri Theatre Association.

The board of directors, taking this action, also approved plans of the conference committee, headed by Stanley Durwood and John Basham, to emphasize in the program promotion of pictures and of the theatre, details of theatre operation touching each activity and including incidental ways to increase revenue, and talks by drive-in managers on concession operations.

One subject likely to be discussed is that of gauging the relative pulling power at drive-ins of different types of pictures, generally as well as on different days of the week.

Displays by suppliers will be set up on March 9, and will be shown that day and evening, as well as on March 10, when the conference sessions will be held.

The board received a report from Earl Jameson, Jr., on plans for a general film industry get-together at a Missouri resort, sponsored by the Kansas City and St. Louis area organizations, on May 18, 19 and 20. Additional members will be named to Jameson's committee to work out plans in cooperation with a similar committee of the St. Louis area association.



Hughes Sale

(*Continued from page* 1)

heels of an enjoinment move in Wilmington, Del., where attorneys representing the same two stockholders filed an action Tuesday in Delaware's Court of Chancery. The Delaware action charged that "unless defendant is enjoined by this court of equity, assets of a value in excess of $97,000,000 will be transferred for the mere sum of $23,489,478." The New York motion also charged that the price offered by Hughes, board chairman and principal stockholder, was inadequate.

May Delay Decision

Both moves are designed to block any decision at a special stockholders meeting, slated for March 18 in Dover, Del., which will vote on whether to approve or reject Hughes' proposal to buy all outstanding stock, except his own, at $6 per share. The Hughes' plan has already received the endorsement of the company's revamped board of directors.

The injunctive motion here also pointed to the Schiff-Sacks suit filed last October in New York Supreme Court, charging "mismanagement" by Hughes which resulted in alleged damages to the company in excess of $38,500,000. Hughes, when he made the purchase offer Feb. 6, mentioned the minority stockholders' suits pending against him, saying, in effect, that his $6 per share proposal should answer expressions of dissatisfaction.

Offer Might Lapse

Hughes has set a deadline of March 31 for acceptance of his offer by RKO stockholders. Should the pending legal actions delay the stockholders' meetings beyond that date, the offer presumably would lapse, unless voluntarily extended by Hughes.

No Comment by IFE On IMPDAA Charges

Italian Films Export has "nothing to say" about the complaint filed Tuesday by the Independent Motion Picture Distributors Assn. of America with the Federal Trade Commission, stated Jonas Rosenfield, vice-president in charge of advertising-publicity.

Rosenfield added that IFE was "never officially notified" of the a total of 220 will be equipped by IMPDAA action which alleges that IFE is interfering with free competition in the distribution of Italian films in the United States.

IFE's Officials in Rome Await Text of Complaint

ROME, Feb. 17.—Officials of Italian Films Export, queried here today regarding the complaint against IFE filed in Washington Monday with the United States Federal Trade Commission, stated that they are reserving comment until they have the opportunity to study the full text of the complaint.

Rochester House Reopens

ROCHESTER, Feb. 17. — The Murray Theatre, closed for an extended period here, has resumed operation on a five-day-a-week basis, closing Wednesdays and Thursdays. Jack Tishkoff, owner of the building, has leased it to James J. Hayes, former operator of the Strand and Roxy-Art theatres, now defunct.

Review

"Tennessee Champ"

(M-G-M)

THIS is a wholesome and unpretentious tale of a youth who, quite accidentally, becomes involved in the boxing racket through the machinations of an unscrupulous manager, and of how the boy's religious background helps him not only to rise above the level of his new-found calling but also to make a better man of his manager.

Dewey Martin, who played Boone, the young boy in "The Big Sky," plays the part of the pugilist, while Keenan Wynn, as his manager, has one of the most rewarding roles of his career. His work really does most to give the picture its quality, although Shelley Winters, as his wife trying to keep him on the straight-and-narrow, also is outstanding.

Martin plays a deacon's son who thinks he has murdered a man in a fight over his girl friend. Wynn, the fight manager, picks him up and persuades him to box professionally in an emergency. Though the youngster lacks any knowledge about the finer points of the game, he wins with one solid punch. Wynn then takes him under his wing and the lad, grateful, makes an apt pupil.

He becomes a successful boxer, but when he learns Wynn has booked him for a dishonest fight, he refuses to enter the ring. But later under the auspices of a religious group, Martin is willing to fight a man who turns out to be the man he thought he killed. Wynn no longer has a hold on the boy, but the latter's devoutness and faith has made the manager less the happy-go-lucky sinner than before.

Although the film leans toward the ultra-melodramatic, there are many light touches which make it, in the final analysis, popular film fare. Art Cohn did the screenplay from "The Lord in His Corner" and other stories by Eustice Cockrell. Directed by Fred M. Wilcox and produced by Sol Baer Fielding, the film was photographed in Ansco Color, with the print by Technicolor.

Running time, 73 minutes. General classification. Release date, March 5.

Adelman Suit

(*Continued from page* 1)

though a theatre started a case subsequent to the decrees.

In addition to the joint move, separate motions of dismissal were filed by RKO Pictures and Loew's, the two companies contending that the plaintiff acknowledged that they had granted his bid for exclusive first-run on a competitive basis with other theatres.

In its decision, the Circuit Court reversed the U. S. District Court, Dallas, decision of 1952, dismissing the anti-trust suit of I. B. Adelman, Texas exhibitor, against major distributors and Texas Interstate and Texas Consolidated circuits. Adelman operates the Delman in Dallas and the Delman in Houston. While the Circuit Court ruled against the distributors, it upheld the District Court's dismissal of the circuit defendants.

Cleveland Loses 1st-run Theatre

CLEVELAND, Feb. 17.—With the closing of the 500-seat Tower Theatre the end of February, Cleveland will lose a downtown first-run house. The property, owned by the May Company, will be converted to business use. The Tower Theatre was built in the early 1940's by Herbert Sheftel and Alfred G. Burger.

Meanwhile in Dillonvale, O. closing of the 200-seat Dillon Theatre leaves that town of 1,652 population, without a film house.

RKO Circuit, 'W-T' In 'Millionaire' Tie

A "Doubles Contest" as a promotional feature for "How to Marry a Millionaire" has been inaugurated by the "New York World-Telegram" in a tie-up with RKO Theatres. The purpose of the contest is to find three girls who look most like Marilyn Monroe, Betty Grable and Lauren Bacall. Savings bonds and vacation cruises are offered as prizes.

Agnew

(*Continued from page* 1)

new will start his new duties immediately.

A veteran of the industry, Agnew began his film career as a salesman for Paramount in Chicago, ultimately becoming general sales manager of that company. He subsequently held executive posts with Vanguard, Selznick Releasing Organization, Motion Picture Sales Corp. and most recently with Republic, where he was assistant to H. J. Yates, president.

Reade Buys Another Trenton Drive-in

The new 900-car Trenton Drive-in Theatre, Trenton, N. J., has been purchased by Walter Reade Theatres, bringing to seven the number of outdoor theatres operated by the circuit. The Reade organization also operates the Lawrence Drive-in, just north of Trenton.

The Trenton Drive-in, which opened late last fall, was purchased from the Morris Ellis interests and W. Brock Whitlock.

Rodriguez Buys Five Mexico City Houses

MEXICO CITY, Feb. 17.—Five theatres here have been sold for a reported sum of $700,000 to Gen. Abelardo L. Rodriguez, ex-president of Mexico and owner of Operadora de Teatros, a large theatre circuit in Mexico.

The theatres can seat a total of 25,000 patrons and are valued at $3,000,000. The Gen. Rodriguez interests now control 16 theatres here.

Mexico Ends Levy On Films for Export

MEXICO CITY, Feb. 17. — The Mexican government has abolished the 15 per cent ad valorem tax on exports of films produced in Mexico for distribution abroad. The move was taken to aid sale of Mexican products.

Disney Outlay

(*Continued from page* 1)

underway or planned include "20,000 Leagues Under the Sea," CinemaScope; "The Lady and the Tramp," cartoon feature in CinemaScope; "Sleeping Beauty," CinemaScope cartoon feature, a yet untitled cartoon feature in CinemaScope, in addition to short subjects and the "True-Life Adventures" and "People and Places" series.

Slated to follow "The Living Desert" in the 60 to 70-minute "True-Life Adventure" format are the following: "The Vanishing Prairie," "King of the Beasts," "The Elephant Story," and "The Northern Tundra." Films of the "People and Places" series, some of which will be in CinemaScope, include pictorial visits to such countries as Siam, Morocco, Switzerland and Sardinia.

Samuels, who returned here with Charles Levy, Eastern advertising and publicity director, said that the product line-up represents the greatest output, both in volume and variety, in the history of the Disney studio. The Coast meeting, attended by Walt Disney, board chairman, and Roy Disney, president, was held in conjunction with the foreign sales convention of the Disney organization, with representatives from Europe and Britain attending. Foreign representatives were told that "Lady and the Tramp" has been designed for CinemaScope and conventional form.

Urges Freer Trade To Bolster Industry

WASHINGTON, Feb. 17. — A tariff expert has informed Congress that the film industry would greatly increase its foreign markets if this country would cut its tariffs sharply on imports of other goods.

Howard Piquet, senior specialist in foreign trade for the Library of Congress legislative reference service, made the remark during a panel discussion on foreign trade before the House-Senate economic committee. Piquet said that substantial reductions in United States tariffs on many imported items would hurt many industries. However, he declared, such a policy would result in some American industries, like the motion picture and automobile industries, finding greatly enlarged foreign markets.

Motion Picture Association president Eric Johnston and other film industry leaders have been in the forefront of the fight for a freer foreign trade policy between this country and overseas nations.

32 Loew's Theatres Date 'Act of Love'

"Act of Love," which begins its second week at the Astor here today, has been booked by Loew's for 32 of its key houses in this country and Canada, United Artists, distributor of the Anatole Litvak production, announced.

Install Wide Screens

SAPULA, Okla., Feb. 17. — The Criterion Theatre has installed CinemaScope here and has opened with "The Robe." The Yale has installed a wide screen and will offer "His Majesty O'Keefe" as the initial picture in the medium.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 34 NEW YORK, U. S. A., FRIDAY, FEBRUARY 19, 1954 TEN CENTS

Kalmus Reports

Technicolor's Net and Sales Set New Marks

1953 Was Top Year, But Final Quarter in Drop

Technicolor's net sales and net earnings in 1953 set new records despite the technical transitions, fewer feature length pictures and fewer release prints per picture, Dr. Herbert T. Kalmus, president, revealed here yesterday in his annual report to stockholders.



Dr. H. T. Kalmus

Kalmus announced that the net profit for 1953 was $2,371,735, compared to net earnings in 1952 of $2,069,206. Technicolor's net sales in 1953 totalled $37,701,770 against $33,020,559

(*Continued on page* 4)

Name TOA Chairmen For 'Crusade' Drive

Twenty-seven regional chairmen have been appointed by Walter Reade, president of the Theatre Owners of America, to organize TOA leaders in the campaign to support the Crusade For Freedom, which is designed to expand the work of Radio Free Europe.

Leaders from each of TOA's mem-

(*Continued on page* 5)

WB C'Scope Film to Army Sans Stereo

WASHINGTON, Feb. 18.—The Army and Air Force motion picture service will show its first CinemaScope film at 37 military installations starting March 7, according to Fred Bund, chief of the service.

The film will be Warner's "The Command." Bund said the service has already had wide screen facilities in all the theatres and is putting in anamorphic lenses, but will not install stereophonic sound.

Proposed Legislation Would Strengthen Anti-Trust Laws' Coverage of Films

WASHINGTON, Feb. 18.—Rep. Celler (D., N. Y.) introduced legislation to make sure that motion pictures and other entertainment industries are subject to the anti-trust laws.

Cellar has said that the Supreme Court decision in the baseball case and a New York court decision dimissing a government anti-trust suit against the Shubert Theatre interests raised the question of just what is subject to the anti-trust laws in the entertainment and sports fields. His bill would amend the Sherman Act by declaring that "the words 'trade or commerce' as used herein include all forms of trade or commerce subject to the provisions of this Act unless specifically exempted therefrom by statute."

Aides said this would assure anti-trust coverage for films, sports, legitimate theatre and similar enterprises.

Commerce Dep't.

Asks U.S. Agencies Abroad For Foreign Exhibition Data

At the industry's request, the U. S. Commerce Department has asked U. S. diplomatic and consular officials overseas to report on theatre seating capacity and screen time devoted to U. S. films in their respective countries, it was learned today.

The request has been sent to American diplomatic and consular posts by Commerce Department film chief Nathan D. Golden. Golden told the government overseas representatives that the latest possible information was needed at once to help producers and distributors plan their overseas film activities.

Emphasizing the importance of the foreign market for U. S. film companies and the growing competition from industries of other countries, Golden estimated that dollar remittances from abroad during 1953 ranged between $170,000,000 and $200,000,000.

Specifically, Golden asked that his office be supplied with:

¶ The number of 35mm. motion pic-

(*Continued on page* 4)

Ten from RKO Through June

A line-up of 10 productions and one reissue to carry RKO Pictures through June has been assured, it was learned here yesterday following a brief home office visit by president James R. Grainger and C. J. Tevlin, vice-president in charge of RKO Radio studio operations.

Grainger flew to Dallas, where he will remain until tomorrow and then proceed to Hollywood, while Tevlin left directly for the Coast.

In addition to the product situation, plans are underway for top sales managers to begin a country-wide tour of RKO exchanges informing salesmen of the product line-up. Grainger arrived in New York on Tuesday following a four-month stay on the Coast.

The following is RKO's release schedule: "She Couldn't Say No," currently in release; "Rob Roy," Feb. 22; "Dangerous Mission," March 6; "Carnival Story," March 27; "Son of

(*Continued on page* 4)

IATSE Board Meet In N.O. Next Month

NEW ORLEANS, Feb. 18.—The IATSE will hold the semi-annual meeting of its general executive board here at the Roosevelt Hotel during the week of March 15, it is announced by Richard F. Walsh, international president.

'Oscar' Air Sponsor To Be Oldsmobile

The Oldsmobile Division will sponsor the National Broadcasting Co.'s combined television and radio coverage of the annual Academy Awards presentation in Hollywood in March 25, it was announced here yesterday.

The "Oscar" presentations will be carried over 105 stations of the NBC-TV network, in addition to the full NBC radio network. Both the broadcast and telecast will be from 10:30 P.M. to midnight (EST). Originating from the RKO Pantages Theatre, Hollywood, with major pick-ups in New York, the ceremony will follow the format of last year when it was carried for the first time on television by NBC. The awards will be presented by stars who have won in past years.

Wants Action

RKO Moves for Quick Trial on 'Holders Suit

Seeks to Erase Doubts On Propriety of Sale

WILMINGTON, Del., Feb. 18.—RKO Pictures Corp. today moved for an immediate trial on the Schiff-Sacks minority stockholders suit, pointing out the case should be decided in order "to avoid any possible question as to the propriety" of the corporation's action on the Howard Hughes' offer.

The move was made in the Court of Chancery here in the form of a motion to split into two the suit brought by stockholders Louis Schiff and Jacob Sacks, one part dealing with the defendants' allegations against the corporation and the other dealing with the charges against directors as individuals.

In making the motion, RKO attorneys pointed out that the suit split in such a fashion would facilitate bringing the case to trial. It was further argued by RKO that none of

(*Continued on page* 4)

Genock Heads Kodak Video Production

ROCHESTER, N. Y., Feb. 18.—Appointment of Edouard (Ted) Genock to head Eastman Kodak's television production was announced here today by W. B. Potter, Kodak advertising director.

For the last 25 years, Genock has

(*Continued on page* 4)

Eisenhower Launches Brotherhood Week

"Before liberty can be truly victorious, brotherhood must be expressed among and within the free nations of the world," President Dwight D. Eisenhower declares in a statement to the National Conference of Christians and Jews, which will launch the annual observance of Brotherhood Week on Sunday.

The motion picture industry, under the chairmanship of Emanuel Frisch, is taking active part in Brotherhood Week.

Personal Mention

EDWARD P. CURTIS, Eastman Kodak Co. executive vice-president, left New York for Europe yesterday on the "United States."

•

HERBERT J. YATES, president of Republic Pictures; MRS. YATES (VERA RALSTON) and WILLIAM MARTIN SAAL, assistant to Yates, left here yesterday aboard the "United States" for England.

•

BEN BENDA, manager of the Ritz Theatre, Denver, has been named manager of the Santa Fe, of that city, succeeding HENRY HERZOG, resigned. EDWARD SPECHT has taken the BENDA post at the Ritz.

•

HAROLD ROBBINS, Universal Pictures director of budget and planning, will be guest today on "Wonderful City" over WOR and the Mutual network.

•

GEORGE SOMMA, Republic Pictures branch manager in Hartford, is serving as distribution chairman there for the industry's observance of Brotherhood Week.

•

HILLER INNES, assistant to RUSSELL HOLMAN, Paramount Pictures Eastern production manager, left New York by plane yesterday for Jamaica, B.W.I.

•

OSCAR A. MORGAN, Paramount Pictures short subjects and newsreel sales manager, will arrive in New Orleans today from Atlanta.

•

DOUGLASS R. ORNSTEIN, United Artists managing director in Argentina, has arrived in New York from Buenos Aires.

•

JOSEPH A. RILEY, assistant manager of the Paramount Theatre, Springfield, Mass., was married recently to JUNE I. JASMIN of that city.

•

DON ROBB, Paramount Pictures unit manager, will leave London on Sunday for Rome.

•

L. D. NETTER, JR., Altec Service Corp. general sales manager, has left here for Boston.

•

AILEEN BRENON, of Brenon and Morgan Associates, left New York yesterday for Hollywood.

•

EDWIN GAGE, vice-president of Walter Reade Theatres, and MRS. GAGE are in Brazil from New York.

•

HARRY STEVENS, of "Life," is leaving here at the weekend for the Coast.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, Feb. 22, Washington's birthday.

Distribution home offices, theatre executive offices and trade organization headquarters will be closed Monday in observance of the holiday.

RKO Must Cut 'Line' Dance in O., Or Else

COLUMBUS, O., Feb. 18.— Jane Russell's controversial song and dance will not be in RKO's "The French Line" when it is shown in Ohio theatres.

The five-minute routine was ordered deleted by the Ohio censor board. Dr. Clyde Hissong, chief state censor, said the routine is "unsuitable for general exhibition."

Chi. Catholic Paper Blasts 'French Line'

CHICAGO, Feb. 18.—Under the title "All Decent Chicagolanders, Now Is the Time to Act," the Feb. 19 issue of "The New World," official Catholic paper of the Archdiocese of Chicago, carries a front page editorial condemning the forthcoming first Chicago showing of "The French Line" at the Essaness Woods. Calling the picture "trite, corny, and dumb," the editorial goes on to say that it is "spiced up with sex because the dialogue drags, the plot is outworn, and the so-called star has nothing, but nothing, except the body God gave her, and this she exploits to the delectation of degenerates."

The editorial concludes by urging readers to "enlist the aid of every decent citizen in our community to refrain from seeing this picture."

Memphis Censor Ban On 2 More Pictures

MEMPHIS, Feb. 18.— Memphis and Shelby County board of censors banned two pictures today, chairman Lloyd T. Binford said. They are: "Side Streets of Hollywood," also called "A Virgin in Hollywood"; and "Main Street Girl," distributed in this area by Lawrence Amusement Co., Nashville.

The two pictures had not been booked for Memphis and will not be shown at the Sunset Drive-in in West Memphis, Ark., Bob Kilgore, manager there, said. Kilgore has seen the pictures and said they were not suitable for his drive-in theatre.

It is believed here the only reason the Memphis censors were asked to see the pictures was so they might be advertised as "banned in Memphis" elsewhere.

'Top Banana' Opens At Victoria Today

"Top Banana," starring Phil Silvers in the film version of the Broadway musical comedy hit, will have its New York premiere at the Victoria today. In color by Color Corp. of America, "Top Banana" features the original Broadway cast.

Lemmon to Transfilm

Jack Lemmon, formerly associated with the Heinn Company as New York district manager, has been made an account executive of Transfilm, business film producer here.

Exhibitors Favor Upholding Code

More comments from exhibitors in Pittsburgh, Albany and Hartford on the recent re-affirmation of confidence by presidents of eight member companies of the Motion Picture Association in the industry's Production Code reveal a general desire to see the document in its present form, with the belief by some that there should be some relaxation in regard to certain types of pictures.

Charles R. Blatt, president of Allied Motion Picture Theatre Owners of Western Pennsylvania, Pittsburgh, said: "The Production Code of the Motion Picture Association has served well for many years. The moral code on which it is based is eternal and not to be changed to fit the whims of modern times. I am not in favor of weakening the Code."

Charles Smakwitz, Stanley Warner zone manager, Albany: "I agree with the Production Code statement issued by the various member companies. I believe the Code should be upheld and continued for the good and welfare of the industry which it has effectively served."

Barney Tarantul, Burnside Theatre Corp., Hartford: "The Code has done much to elevate public relations for this industry and we're not for anything that would knock down these standards. I might add, however, that in some respects the Code should be loosened in certain film productions to enable more realism to come through."

Ernest A. Grecula, Hartford Theatre Circuit, Hartford: "The Production Code should be enforced to the extent where a motion picture bordering on the risque situation cannot be played in a commercial playhouse, but must be contained in an art house, the better outlet for this type of product."

John T. McGreevey, booker and buyer for the Harris Amusement Co., when queried in Pittsburgh, replied: "The Code definitely should be maintained. The industry has a moral obligation to the millions of patrons who support it, and to see that what appears on the screen is decent and moral. It certainly hasn't hurt the industry since it has been in effect."

Movielab Personnel In Quarterly Meet

Designed to cement employer-employe relations and to improve inter-laboratory cooperation, Movielab Film Laboratories held its quarterly meeting at the Park Sheraton Hotel this week.

Particular emphasis was laid on the continuing improvement of service facilities to customers.

Retain Leon Brandt

Leon Brandt has been engaged by Robert and Raymond Hakim to handle the publicity for the New York premiere of "La Ronde," which will open early in March at a theatre yet to be announced. Norman Rosemont has been retained by the Brandt office to work on the campaign.

Columbia Preferred Continues to Rise

Columbia Pictures' preferred stock advanced another 1¾ points yesterday, closing at 83¾ from a high of 85½ for the day. Reports that the activity in the preferred trading during the week was due to a Columbia plan to retire the stock continued to go unconfirmed. The shares have gone up 13¾ points since Monday.

Meanwhile, action in the preferred was reflected in the common, which went to 23 yesterday for an advance of ½ point, equalling the 1953-54 high.

Prenosil Appointed To COMPO Staff

Stanley W. Prenosil has been appointed press contact for the Council of Motion Picture Organizations, Inc., effective immediately, by Robert W. Coyne, COMPO special counsel.

After 16 years in the newspaper field, Prenosil entered the investment banking business, and during World War II served as director of the Banking and Investment Section of the War Finance Division of the U. S. Treasury. He was associated with the old American Theatres Association, and its successor, Theatre Owners of America, for several years.

Todman to Head UJA Amusement Drive

William F. Todman of Goodson-Todman Productions has been named 1954 chairman of the amusements industry drive in behalf of the United Jewish Appeal of Greater New York by Monroe Goldwater, president of the metropolitan UJA.

Pickford Biography Out

The first installment of the three-part biography of Mary Pickford, "My Whole Life," appears in the March issue of "McCalls," on news stands today. Numerous stills from Miss Pickford's pictures are included.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

LUCILLE BALL • DESI ARNAZ
in
"THE LONG, LONG TRAILER"
Photographed in Ansco Color
Print by Technicolor • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

BURT LANCASTER As
"HIS MAJESTY O'KEEFE"
COLOR by TECHNICOLOR
PARAMOUNT
TIMES SQUARE

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THAT **CURTIS GUY** MAKES THE JUNGLE STEAM...

-in his hottest adventure!



"BEACHHEAD!"

PRINT BY TECHNICOLOR

The Most Thrilling Story of the Marines Ever Filmed!

"PACKS PLENTY OF BOXOFFICE DYNAMITE!"
—*DAILY VARIETY*

"Should prove a money-maker in all theatres!" —*Showman's T. R.*

"Superior! Bristling with suspense, rugged action!" —*Hollywood Reporter*

"He-man stuff with plenty of guts!" —*Film Daily*

"Always exciting . . . should satisfy a large audience!" —*M. P. Herald*

"Stark realism and emotion-stirring heroics!" —*Boxoffice*

FRANK LOVEJOY in an Academy Award calibre performance!

AUBREY SCHENCK presents

TONY CURTIS · FRANK LOVEJOY · MARY MURPHY

Featuring EDUARD FRANZ · SKIP HOMEIER · SUNSHINE FUKUNAGA · DAN A

An AUBREY SCHENCK Production · Produced by HOWARD W. KOCH · Directed by STUART HEIS

Screenplay by RICHARD ALAN SIMMONS · Released thru UNITED ARTISTS



35TH ANNIVERSARY 1919 UA 1954

WATCH FOR MIAMI AREA SATURATION!

QUALITY PICTURES UA IN QUANTITY

U.S. Agencies

(*Continued from page* 1)

ture theatres in operation in "your country";

¶ Estimated total seating capacity;

¶ The percentage of screen time in "your country" devoted to U. S. films.

Similar information is asked for 16mm. commercial theatres to which an entrance fee is charged.

The airmail bulletin sent out by Golden starts by declaring that the Motion Picture Export Association and Independent Motion Picture Distributors Association have "requested current information on world theatre facilities and screen time devoted to U. S. films."

Supplies 40% of Income

"When it is realized that foreign revenues account for about 40 per cent of the total income of the U. S. film industry, and that this foreign revenue spells the difference between profit and loss for the American industry, one can easily realize the importance of the foreign market to this industry," the bulletin declares.

"It has been estimated that dollar remittances of film earnings from abroad during 1953 ranged from $170,000,000 to $200,000,000. It is important, therefore, that complete and current foreign market information be made available to the industry. Competition from foreign produced films, especially Italian, British, French and German productions, has increased in recent years, and together with legislative restrictions placed on the importation and distribution of U. S. films in a large number of countries, has undoubtedly affected the percentage of screen time devoted to U. S. films.

U. S. World Lead Cut

"American films at one time commanded 90 per cent of the screen time of world theatres. During the last few years this screen time has dropped to 70 per cent in 1951."

Collection of the requested information, Golden wrote, "will be of great assistance to U. S. producers and exporters in planning promotional activities in specific areas abroad, the emphasis to place on various aspects of the distribution and exhibition of their films, and for future production for the foreign market."

'Bait' Here Tuesday

Columbia's "Bait" will have its world premiere at the Holiday Theatre here Tuesday. Hugo Haas, who is co-starred with Cleo Moore and John Agar, also produced and directed the picture.

Gobs Order 13,000 Cinerama Tickets

SAN FRANCISCO, Feb. 18.—A single order for 13,000 reservations to see "This is Cinerama" has been received by the Orpheum Theatre here from the Navy's Pacific Task Force in a ship-to-shore telephone message. This is believed to be the largest single ticket order ever made. The Orpheum, which seats 1,500, will schedule a series of special showings to accommodate the sailors, who are slated to land here tomorrow.

Technicolor Net and Sales

(*Continued from page* 1)

the previous year, while the profit before taxes last year was $7,425,569, compared to $6,340,288 in 1952. Earnings per share of the capital stock, after giving effect to the two-for-one split on May 19, 1953, were $1.23. In 1952, they were $1.09½. Dividends per share in 1953 amounted to $1.10 for a total of $2,113,439, against $1 and a total of $1,872,816 the previous year.

The report states that there were 106 features produced in 1953 in color by Technicolor or with Technicolor prints, as compared with the previous high mark of 97 in 1952. The output of 35mm. positive prints was 560,550,932 feet, exceeding the previous high by almost 100,000,000 feet. During 1953, Kalmus said, approximately 763,000 was invested in permanent assets, making a total of approximately $7,496,000 so invested since Jan. 1, 1946.

Pointing out that the Technicolor companies again closed the year "in a very strong liquid position," the report explained that the industry changes in 1953 were responsible for an adverse effect on the volume and profit during the last quarter of the year. It was stated 99 features in color by Technicolor with prints by Technicolor were in work, in preparation or under contract for production this year.

Points to High Cost

Kalmus noted that the modification of the Technicolor process when used to manufacture its regular dye transfer (imbibition) prints from single strip color to negative involved a considerable expenditure, necessitated the introduction of new film processing techniques and has added, temporarily at least, to manufacturing costs.

Technicolor, he said, has long been interested in employing larger than standard size negative as a means of improving the quality of standard size prints made from it by its dye transfer process. The current form of this new process utilizes a single strip color negative on which the picture is recorded on an area equal to two normal size frames. This negative, contrary to custom, he said, moves horizontally through a modified black-and-white camera. The release prints can be projected on any screen in any aspect ratio from 1.5-to-1 or larger. Paramount's "White Christmas" is the first such picture.

Kalmus said that Technicolor was making progress in the problem posed by the size of the CinemaScope screen. He said that thus far the prints made for "The Robe" have been by the standard dye transfer process made from single strip Eastman color negative on Eastman color positive by employing new equipment.

As to 3-D, Kalmus said that considerable work would be necessary in developing the special positive raw stock called Vectograph, a product of the Polaroid Corp., upon which Technicolor may employ its usual dye transfer method. This is a single-strip, single-projector process.

Sees Completion in 90 Days

Kalmus said that final agreements for a French Technicolor company would be completed in 90 days.

Earnings by quarters last year were $2,840,983, first; $2,316,611, second; $1,594,872, third; $673,103, fourth. Kalmus said that future favorable aspects were seen in the relatively low cost of Technicolor prints as compared to competitive prints; elimination of the excess profits tax and the fact that the industry rapidly is going to color.

Genock Heads

(*Continued from page* 1)

been associated with Decca Records, March of Time, Paramount News and Telenews in various executive capacities. He served with these companies in countries throughout the world and covered a number of World War II assignments.

3-D 'Slugger' Gets 30 Days or $200 Fine

SAN FRANCISCO, Feb. 18.—The patron who emphasized his objections to "The Nebraskan" in 3-D last December by punching Paramount manager Donald Haley, was convicted here of disturbing the peace and sentenced to pay a $200 fine or serve 30 days in jail.

The film, to which John Novak, 39, violently stated his objections, showed an increase at the box office following the affair. Novak said the missiles thrown at him in 3-D angered him.

Shantz to Ampex

REDWOOD CITY, Calif., Feb. 18.—William B. Shantz, formerly of Pabco Products of San Francisco, has been named to the executive staff of the Ampex Corp.'s sales division. Ampex produces magnetic recording equipment.

RKO Line-up

(*Continued from page* 1)

Sinbad," the reissue of "Pinocchio" and "Saint's Girl Friday" in April; "Susan Slept Here" and "Desperate Men," May; and "Big Rainbow" in June. Howard Hughes' production, "Jet Pilot," it was stated, still is expected to be released in the summer, while "French Line" currently is in release.

Slated to tour the RKO Radio exchanges are Nat Levy, Eastern division sales manager; H. H. Greenblatt, Chicago district manager; and J. H. MacIntyre, Los Angeles district manager.

Sunday Bill Killed

CHARLOTTE, Feb. 18.—A proposal to permit theatres here to operate on Sunday evenings from 6:30 to 9:00 P.M. died in the City Council after a heated debate in which preachers and laymen of several Protestant churches participated.

CBC and Union Sign

OTTAWA, Feb. 18.—The Canadian Broadcasting Corp. and the Canadian Council of Authors and Artists have signed an agreement on wages and working conditions to Aug. 14, 1955, respecting television employment.

RKO Moves

(*Continued from page* 1)

the individual directors named in the action are residents of Delaware and therefore it would be difficult and time-consuming to bring them under Delaware's jurisdiction.

A hearing on RKO's move to split the Schiff-Sacks suit and to go to trial on March 1, will be held Saturday in the Court of Chancery, the court in which Sacks and Schiff brought their action to block the sale of the company assets to Hughes for $6 per share.

Loeb Files Affidavit

In an accompanying affidavit, Joseph J. Loeb, assistant secretary to the corporation, said the company's board of directors felt that it was to the interest of stockholders to accept the offer of its board chairman, Hughes. He went on to say that the $23,489,478 proposal is subject to the approval of stockholders who will convene at a special meeting to vote their acceptance or rejection on March 18, in Dover, Del.

A simple majority of outstanding stock, other than the 1,262,120 shares represented by the current holdings of Hughes, is needed for a decision, it was added.

Loeb also told the court that the corporation is owned by 14,000 shareholders other than Hughes, representing over 2,600,000 in outstanding stock, while the plaintiffs in the suit, Schiff and Sachs, own 100 shares each. In the opinion of the company's board of directors, he continued, Hughes' proposal "is fair and reasonable," he said, hitting back at the allegations that the offer is inadequate.

Plaintiffs in Two Actions

RKO's quick maneuver for a trial came on the heels of another move by Schiff and Sachs to block the consummation of the proposed Hughes' deal, made on Wednesday in New York Supreme Court. The latter action, which is returnable on Tuesday, seeks to enjoin the sale.

Plaintiffs are represented by the law firm of Halperin, Natanson, Shivitz and Scholer, while RKO is represented by Donovan, Leisure, Newton and Irvine.

NTFC to Honor TV 'Love Lucy' Team

The Nationl Television Film Council will present an award to Lucille Ball and Desi Arnaz for "their major contribution" to the telecasting of films, it was announced yesterday by Melvin L. Gold, NTFC president.

The award will be presented to the "I Love Lucy" team on Feb. 26 during the regular monthly meeting of the organization at the Commodore Hotel.

Education Award Goes to Disney

ATLANTIC CITY, Feb. 18.—The 1954 American Education Award went to Walt Disney "for his devotion to the advancement of American art, culture and ideals the world over."

Granted here by the National Convention of School Administrators, it cited Disney as a "producer of the finest in motion picture entertainment."

TOA Drive

(*Continued from page* 1)

ber organizations will serve as liaison officers to carry out a resolution by the TOA board which recommended that its members make their screens, lobbies and facilities available for the project.

The theatre drive will take place during the week of March 15. Theatres will be asked to show a Bing Crosby trailer on the subject and to arrange for patrons to sign "Freedom Scrolls" and donate "truth dollars" in their lobbies.

The following chairmen were named:

R. M. Kennedy, Birmingham; Lewis A. Sumberg, Albany; K. K. King, Searcy, Ark.; James Carbery, Little Rock, Ark.; L. S. Hamm, San Francisco; Edward E. Pringle, Denver; Horace Denning, Jacksonville; J. H. Thompson, Hawkinsville, Ga.; George Kerasotes, Springfield, Ill.; J. Leo Hayob, Marshall, Mo.

Also Ralph E. McClanahan, Irvine, Ky.; R. R. Livingston, Lincoln, Nebr.; Maury Miller, Passaic, N. J.; Tom Ribble, Albuquerque, N. M.; George J. Gammel, Eggertsville, N. Y.; Howard Anderson, Mullins, S. C.; Morris Loewenstein, Oklahoma City; Lewen Pizor, Philadelphia; Art Adamson, Portland, Ore.; Edward M. Fay, Providence, R. I.; Lester Kropp, St. Louis; Stacey Wilhite, Cookesville, Tenn.; Henry Reeve, Menard, Tex.; A. Julian Brylawski, Washington; J. J. Rosenfield, Spokane, Wash.; J. C. Shanklin, Ronceverte, W. Va.; and Herman M. Levy, New Haven.

Heston to Play Moses

HOLLYWOOD, Feb. 18.—The resemblance of Charlton Heston to artists' conceptions of Moses helped win him that role in "The Ten Commandments," Cecil B. DeMille announced.

UA 35th Sales Drive Ends Second Lap

The second six-week section of United Artists' 35th anniversary sales drive honoring president Arthur B. Krim has ended with the Dallas, St. Louis and St. John, Canada, exchanges winning first prizes in their respective groups.

The awards were announced yesterday by co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

Managers of the winning U-A exchanges are W. C. Hames of Dallas; D. J. Edele of St. Louis, and I. J. Davis of St. John. The drive will continue with an additional six-week period, followed by an eight-week home stretch campaign concluding May 15.

12 Shea Houses in 'Kettle' Contest

Twelve theatres in the Shea circuit in New Hampsire, Massachusetts and Ohio will participate in a pre-release contest on Universal's "Ma and Pa Kettle at Home." Awards to managers will be made on the basis of comparative gross increases over previous pictures in the "Ma and Pa Kettle" series.

Joseph Appointed

HOLLYWOOD, Feb. 18.—Robert Joseph has been named publicity and public relations director for the Kling (formerly Chaplin) Studios by Lee Blevins, vice-president.

Party Line to Box Office in Stereo

COLUMBUS, O., Feb. 18.—Robert Wile, executive secretary of I.T.O. of Ohio, describes in a current organizational bulletin a new gadget which holds the telephone in an amplifying device so that the caller may be heard and answered without the receiver being held in the hands.

"Good for box office cashiers," Wile notes. They won't have to stop selling tickets while talking. Good, too, he adds, "for the man who makes film deals on the telephone. He can have any number of people listening who will be witnesses to what is said on the other end."

Sherman to Tour U.S. For Script Reaction

HOLLYWOOD, Feb. 18.—Director George Sherman is planning a two-week tour of key showpoints in the United States to study reactions of theatre men to his screenplay, "The Lost Command." Formerly known as "Geronimo," the play has been scheduled as Sherman's first independent production to follow "Dawn at Socorro," which he is now finishing for U-I.

Criterion Books 'She'

RKO Radio Pictures' "She Couldn't say No" will open at the Criterion Theatre here on Feb. 26 for a limited engagement.

C'Scope View-Finder Developed by Disney; Used for 'Leagues'

HOLLYWOOD, Feb. 18.—The first CinemaScope view-finder to correct the anamorphic image for the photographer focusing the scene has been developed at the Walt Disney studio. The finder is being used in production of "20,000 Leagues Under the Sea."

The new device expands the compressed anamorphic image of the film into the proportions of the theatre screen projection, thus making it easier for the camera operators to line up shots and gain artistic compositions.

Disney camera crews state that a great deal of time is being saved in set-ups and retakes.

Marines Will Honor Uris, 'Battle' Writer

Leon Uris, author of "Battle Cry," which Warner Bros. is producing, will receive an award from the Marine Corps Combat Correspondents Assn. as the person who contributed the most during 1953 to increase "public appreciation of the spirit and ideals of the United States Marine Corps" at a dinner here at the Gramercy Park Hotel tomorrow.

Brandt for 'Heidi'

Leon Brandt has been engaged by Lazar Wechsler, producer of "Heidi," to be advertising-publicity representative for the United Artists release.

PARAMOUNT TRADE SHOWS

Wednesday, Feb. 24, 1954

• • •

BOB HOPE
JOAN FONTAINE
in
"CASANOVA'S BIG NIGHT"

and Co-starring

BASIL RATHBONE · AUDREY DALTON
HUGH MARLOWE

Color by TECHNICOLOR

Produced by PAUL JONES
Directed by NORMAN Z. McLEOD
Written for the Screen by
HAL KANTER and EDMUND HARTMANN
Based on a Story by Aubrey Wisberg

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Braadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 135 Cain St., N. W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	10:30 A.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 Sauth Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	2:30 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1802 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenpart Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	B. F. SHEARER COMPANY, (PROJ. ROOM) 2318 Secand Ave	1 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2 P.M.

Motion Picture Daily Feature Reviews

"New Faces"

(Alperson-20th Century-Fox)

(CinemaScope)

SOMEWHERE in this CinemaScope musical is a thin thread of a plot, but it's quite likely that the audience won't care if they recognize it or not. They will be having too good a time enjoying the fast-paced skits, zany antics of the principals and the production numbers. The picture was filmed directly from the stage, using the original cast from the Broadway hit and most of the music and sketches in which Ronny Graham, Eartha Kitt, Robert Clary, Alice Ghostly and others participate.

The much-publicized Miss Kitt lives up to expectations in her screen debut. She can put over a song as few others can. Her renditions of "Uska Dara," "C'est Si Bon" and "Santa Baby" are standouts. Miss Ghostly and diminutive Robert Clary are equally effective in their individual spots. A highlight of the entire show is a burlesque of "Death of a Salesman," a hilarious parody that registers solidly.

To hold together the production numbers and sketches is a story which concerns an actor-producer who, on the opening night of his revue, is badly in need of cash and who is threatened by a creditor to stop the show unless he gets the money on the line. The creditor is locked up in a room backstage until the show is over. And the Texan father of one of the show girls is so pleased with his daughter's inane performance that he puts up the required cash after the final curtain.

The utilization of CinemaScope enhances the picture, giving it the effect of a "live" show. The color, by Eastman Color, is effective. "New Faces" should be as entertaining to small town audiences as to those in the larger cities.

Berman Swarttz was co-producer. Harry Horne directed. Most of the sketches were supplied by Ronny Graham and Melvin Brooks.

Others in the cast are June Carroll, Virginia DeLuce, Paul Lynde, Bill Mullikin, Rosemary O'Reilly, Allen Conroy, Jimmy Russell, George Smiley, Polly Ward, Carol Lawrence, Johnny Laverty, Elizabeth Logue, Faith Burwell and Clark Ranger.

Running time, 98 minutes. General audience classification. For February release.

AL STEEN

"Genevieve"

(Rank-U-I)

THE sophisticated dialogue of the well-made British comedy, droll yet witty, places this picture high on the list. Stars of the piece are John Gregson, Dinah Sheridan (Britain's top money-making actress last year), Kenneth More and Kay Kendall, an attractive and talented quartette which should please either general or selective American audiences.

The "Genevieve" of the title is a well-preserved 1904 vintage automobile which Gregson and Miss Sheridan, his wife, have entered in an "old-automobile race" from London to Brighton. One of the opponents in the race is More, Gregson's best friend, who is accompanied by Miss Kendall, a model, and a huge St. Bernard dog.

Each car has its share of mechanical difficulties, which are complicated by the rivalry of the two men, first over Miss Sheridan and then over the virtues of their respective cars. This leads to a hilarious race from Brighton back to London, with both ladies unhappy accomplices.

The incidents are full of high good humor and the dialogue is skillfully written, but most important, the characters, as played by the above four, are extremely ingratiating and pleasing. Others in the cast include Joyce Grenfell, Geoffrey Keen, Harold Siddons and Arthur Wonter.

Excellent timing and pace is reflected in the direction of Henry Cornelius, who also produced. The top-notch story and screenplay are the work of William Rose. The British countryside, in color by Technicolor, is attractive in the extreme.

Running time, 86 minutes. General classification. February release.

"Pride of the Blue Grass"

(Allied Artists)

THE race track, with its background of romance and conflict, of intrigue and achievement, is treated sympathetically in this fast-paced tale of Kentucky and its beautiful horses. With Lloyd Bridges in the lead, it has good support from Vera Miles and Arthur Shields. This type of story has been told before, but still offers, especially in this instance, plenty of appeal.

Miss Miles, owner of a horse named Gypsy Prince, is sorely beset by lack of funds, but induces Bridges to serve as trainer of the steed and Shields to act as his assistant. Unfortunately, however, when the horse finally is entered in a race, one of its leg bandages loosens, the animal stumbles and breaks a leg. As a result the Miles-Bridges association is terminated, she dedicating herself to the rehabilitation of the horse and he going to work for another stable where he comes under the not-too-benign influence of siren Martha Sheridan.

All is resolved happily, however, in the finale. Gypsy Prince, entirely cured, is entered in a big race and wins. Bridges, a spectator, is jubilant, and forthwith is reunited with Miss Miles and returns to work as trainer of Gypsy Prince, certainly one of the stars of the film.

The story and screenplay are by Michael Shumate. Hayes Goetz produced and William Beaudine directed. Others in the cast include Michael Chapin, a jockey; Harold Cheshire, a stable owner; Cecil Weston, Emory Parnell, Joan Shawlee and Ray Walker.

Running time, 71 minutes. General classification. Release date April 4.

"Intimate Relations"

(Carroll Pictures)

THIS British import relates the consequences stemming from a mother's possessiveness of her son and an explosive romantic triangle involving the son, the father and a young woman. Based on a play by Jean Cocteau, the theme is handled maturely and the acting is superb. For the most part, the action unfolds like a photographed stage play. The nature of the story and the quality of the acting probably will find its best appeal among 'art' theatre audiences.

The story centers around a neurotic mother who almost devours her son with misdirected love. When she learns that he is in love with a young lady she immediately moves to break up the romance. Further complicating matters is the fact that the girl was in love with the boy's father, never of course knowing of the family ties. Eventual disclosure of the tangled emotions leads to an assortment of conflicts. Although these struggles and anguishes are presented with credulity in the Charles Frank screenplay, the mark of theatricality is plainly stamped on the proceedings.

The ending, grim in one respect and happy in another, resolves things completely.

Elsy Albiin is sensitive and talented as the young girl, while Marian Spencer and Ruth Dunning give excellent portrayals as the mother and her sister respectively, and Russell Enoch and Harold Warrender are splendidly cast as the son and father.

Running time, 85 minutes. General audience classification. For February release.

"Loophole"

(Allied Artists)

A LOS ANGELES bank, and the almost successful robbery of the institution, forms the background of this story starring Barry Sullivan as an innocent bank teller framed for a $50,000 theft; Dorothy Malone, his worried wife, and Charles McGraw, as a slightly sadistic bonding company official. Known only to the audience is the fact that one of the supposed auditors of the bank is a phony, who in the general confusion arising from the attempted robbery, looted Sullivan's cage.

Although the police and F. B. I. cannot prove anything against Sullivan, he is fired by the bank and in the ensuing weeks hounded out of a number of other positions by the hard-headed bonding company detective. Just as the ex-teller is becoming really desperate, he catches sight one day of the so-called auditor, leading to a chase and a happy ending.

None of the events, in fact, is particularly surprising, but director Harold Schuster has succeeded in getting the maximum excitement out of all. The film is cleanly edited and nicely acted by the principals, as well as supporting people. The latter include portly Don Beddoe, as a middle-aged bank teller whose knowledge of the trade enabled him to master-mind the robbery, and Mary Beth Hughes, as his expensive girl friend and the cause of it all.

The screenplay, by Warren Douglas, is tightly knit and suspenseful. George Bricker and Dwight W. Babcock wrote the original story and Lindsley Parsons produced.

Running time 80 minutes. General classification. Release date March 28.

"Appointment for Murder"

(I. F. E.)

AN Italian murder mystery on the same level as a corresponding American drama, "Appointment for Murder" will draw its best audiences in the Italian language houses. The cast is small and unknown, and a good set of substitles helps tell the story for those unfamiliar with Italian.

A woman has jumped or been pushed five floors to her death in an apartment house. The detective on the case lives in the same house and he discovers that the woman's estranged husband lives there. She had been extorting money from him and had threatened to kill herself if he didn't pay.

The detective's daughter, however, is in love with the young man and she tries to provide an alibi for him. The detective is heartsick over the daughter's involvement in the scandal. When a genuine alibi is proved, circumstances point to the girl being the killer. She, of course, is innocent and the real murderer is caught via some interesting detective work.

Umberto Spadaro is good as the efficient detective and the overwrought father. Delia Scala is lovely, but wooden as the daughter, but the rest of the cast is convincing. Baccio Bandini directed and wrote the story. It is a Lux Film released by I. F. E.

Running time, 90 minutes. General audience classification. For February release.

More 'Man' Prints

United Artists has ordered 250 additional prints of "Go, Man, Go," which stars Dane Clarke and the Harlem Globetrotters, because of exhibitor demand for the picture during the current basketball season, the company reports. The picture is being booked to coincide with the appearance of the barnstorming Globetrotters in various territories.

Realart Franchise

DENVER, Feb. 18.—Realart has taken over the franchises for the Denver and Salt Lake territories from Robert Patrick, who owned them and gave them up to concentrate on road-show types of films. Laura Haughey will remain as office manager and booker, with no manager named as yet. James Nicholson, Realart vice-president, made the change here.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 35 NEW YORK, U. S. A., TUESDAY, FEBRUARY 23, 1954 TEN CENTS

Third Try

RKO Re-opens Talks on Code Seal for 'Line'

Company Officials Meet With P.C.A. Heads Again

HOLLYWOOD, Feb. 22.—RKO Pictures officials have resumed negotiations with officials of the Production Code Administration here with a view to obtaining a Code seal for Howard Hughes' "The French Line" after revisions in the picture have been made, it was learned over the weekend.

This is the third attempt by the company to obtain P.C.A. approval for the picture. It was submitted and denied a seal prior to its public exhibition last December. Following its opening in St. Louis without a seal,

(*Continued on page 3*)

Acetate Film Tests Prove Safety Value To City Officials

New York City officials, including representatives of the fire, licenses, fire prevention and other departments, are convinced of the true safety factor of acetate film as a result of demonstrations in Rochester, N. Y., conducted by Eastman Kodak Co., according to Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association.

The MMPTA, through D. John Phillips, executive director, sponsored the demonstrations as a "purely educational" project, Frisch said at the weekend.

Nine tests, using both acetate and

(*Continued on page 6*)

Call U-I Conference In Latin America

Universal-International branch managers from 20 Latin American countries will meet with home office executives at a U-I Latin American sales conference which will open in Buenos Aires on March 15. Universal president Milton Rackmil, executive vice-president Alfred E. Daff, and foreign general manager Americo Aboaf will head the home office group.

Also present from the home office will be Al Lowe, Latin American supervisor; Fortunat Baronat, director of publicity, and Joseph Mazer, in

(*Continued on page 6*)

Three Promoted in Realignment of RKO Sales Executives

In an executive realignment of the RKO Radio sales organization, three officials have been promoted by Charles Boasberg, general sales manager.

Herbert H. Greenblatt, who has been Midwestern district manager, has been named Central division manager, with headquarters remaining in Chicago. J. Herbert MacIntyre, Western district manager, becomes Western division manager, with headquarters remaining in Los Angeles, while Harry Gittleson, sales administrative manager, has been promoted to the post of executive assistant to Boasberg. Nat Levy continues as head of the East and South division, with headquarters at the home office.

Boasberg completed the realignment following the promotion last week of Walter E. Branson from assistant sales manager to general manager of foreign operations.

Greenblatt, who started with RKO

(*Continued on page 3*)

Set TOA Delegates To Arbitration Meet

Theatre Owners of America's delegates to the industry arbitration conference which is being initiated by the Motion Picture Association of America will be S. H. Fabian, Mitchell Wolfson and Herman M. Levy. This was revealed at the weekend by Walter Reade, Jr., TOA president, in his acceptance of MPAA president Eric Johnston's invitation to the parley.

In accepting the bid, Reade said that TOA is approaching the meeting "with great optimism and in a

(*Continued on page 3*)

Martin Quigley, Jr., A Festival Speaker

SAO PAULO, Brazil, Feb. 22.—Martin Quigley, Jr., editor of "Motion Picture Herald" and of the recently published book, "New Screen Techniques," who is here for Brazil's Film Festival, discussed the industry's newly developed projection and photographic processes at a conference Friday held as part of the Festival.

Attending was Abel Gance, French director whose feature, "Napoleon," was filmed in 1927 with three cameras and shown with three projectors.

Americans in Brazil See Festival Films

By MARTIN QUIGLEY, JR.

SAO PAULO, Brazil, Feb. 22.—American delegates at the Brazilian International Film Festival here have seen at the end of its first week a total of 45 feature films and many shorts. The Festival, which began Feb. 13, is scheduled to close Feb. 26.

The American delegation, headed by Eric Johnston, president of the Motion Picture Association of America, is joined by representatives of 21 other countries for the festival. Arrival of the American delegates was marked by a police escorted 25-car procession through the streets of this Brazilian city.

About 200 delegates from 22 countries have seen a total of 45 Festival pictures. Among the Festival attractions presented are a series on the history of Brazil, works of Eric Von Stroheim, and scientific and educational pictures for children.

'Executive Suite'

[*M-G-M*]

Hollywood, Feb. 22

NO exhibitor whose marquee is big enough to list 10 top-drawer talents need concern himself much beyond that point with questions about M-G-M's all-star "Executive Suite" as an attraction for his theatre. These talents are, in M-G-M's order of billing, William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger and Nina Foch, and it is their combined presence and performance that gives "Executive Suite" its principal assurance of box office success. Any success predicated on that much name-power has to be big.

Apart from performances and characterizations supplied by these excellent players, "Executive Suite" is not especially challenging. Its story, based on the novel by Cameron Hawley, and scripted by Ernest Lehman, has to do with five vice-presidents of a huge furniture-manufacturing corporation who compete for the presidency when the president unexpectedly dies.

It has to do, also, with their wives, girl friends and families, but it has

(*Continued on page 3*)

'Modernize Decency?'

Sen. Schoeppel Lauds MPAA's Code Stand

Hopes Public Will Buy Code Seal Films Only

WASHINGTON, Feb. 22.—Senator Andrew F. Schoeppel (R., Kans.), head of a Senate small business subcommittee which has been studying industry trade practices, applauded the decision of major producers to stand by the industry's Production Code.

"In the best interest of the industry and the public," he told the Senate, "I hope that everyone in and out of the industry will support the Code. I urge every producer to make only Code-approved pictures; I urge every exhibitor to show only Code-approved pictures; and I hope that the public will patronize only Code-approved pictures.

"It is the one sure way of making certain that decent entertainment will always be the best entertainment."

Schoeppel started off by saying he

(*Continued on page 3*)

Tax Exemption Talk Beclouds Admission Levy Outlook in '54

WASHINGTON, Feb. 22.—Growing Congressional pressure for substantial tax cuts to stimulate business has completely beclouded the outlook for admission tax relief this session.

Most of the lawmakers pressing for tax cuts mention excise cuts as one of their goals. But even more of them mention an increase in individual income tax exemptions.

The problem the industry faces is

(*Continued on page 3*)

Exhibitors to D. C. For Tax Parleys

Exhibitor leaders from the field will start migrating to Washington during the next three weeks for conferences with their respective Senators and Congressmen in regard to the elimination of the Federal admission tax.

Purpose of the Washington junkets,

(*Continued on page 3*)

Personal Mention

WILLIAM ORNSTEIN, M-G-M trade press contact, had one of his short stories from his book, "Almost a Hero," reprinted in the weekend edition of the "New York Post."

•

STEVEN E. PERAKOS, attorney for Perakos Theatre Associates, New Britain, Conn., has been named head of the by-laws committee of the Lawyers Club of that city.

•

GEORGE WELTNER, president of Paramount International Films, currently on a world tour, left Paris yesterday by plane for London.

•

ELLIOTT FOREMAN, M-G-M special press representative, has returned to New York from a four week tour of the Midwest and South.

•

M. J. DALY, of the Blue Hills Drive-in Theatre, Hartford, has left here for Boca Raton, Fla.

•

CHARLOTTE SITZER, of Loew's Poli-New England Theatres, has returned to New Haven from Florida.

•

WILLIAM KAPLAN, M-G-M unit manager, left here by plane on Saturday for Paris.

•

HOWARD KEEL will open a singing engagement at Las Vegas on March 1.

•

ROBERT TAYLOR arrived in Florida on Sunday from New York.

Calls Hall's Sound Near 'Failure-Proof'

CAMDEN, N. J., Feb. 22.—The RCA stereophonic sound equipment installed at the Radio City Music Hall in New York is currently proving itself to be virtually "failure-proof," J. F. O'Brien, RCA theatre equipment manager asserts.

He called the Hall's installation, the most complete and flexible RCA sound system to be installed since the advent of 3-D and wide-screen films.

IATSE's Walsh to Coast Conferences

Richard Walsh, International president of the IATSE, left for the Coast over the weekend for a week's stay. Although the trip is described as routine, it is reported that he may participate in the windup of studio contracts under the new basic agreement.

'Pinocchio' Held Over

Walt Disney's "Pinocchio," in re-release in New England, has been held over for a second week at the Memorial in Boston and the Albee in Providence.

To Build Drive-in

EUGENE, Ore., Feb. 22.—Ethan Allen, Oregon theatre operator, announced the early construction of Allen's Drive-In Theatre here. It will be equipped with a wide screen.

Westrex Stereo Head To Start World Tour

HOLLYWOOD, Feb. 22. — Dr. John G. Frayne, engineering manager of the Westrex Corp., will leave here on Sunday for a two-month world tour to acquaint the industry abroad on developments in studio magnetic recordings and stereophonic sound reproducing for theatres.

Dr. Frayne's first stop will be Tokyo, from where he will proceed to other countries where Westrex has supplied large quantities of studio and theatre equipment, including India, Italy, France and England.

In addition, it was stated, Dr. Frayne will study the equipment and methods used in the motion picture recording studios and processing laboratories of each country. It was under Dr. Frayne's direction that the new Westrex equipment for both single and multi-track magnetic recording has been brought into being and is now in use in many studios throughout the world, in addition to Hollywood studios.

Wanger in Accord With 'U' on Suit

A settlement in the Walter Wanger suit against Universal Pictures has been reached, it was disclosed here by Federal District Court Justice John C. Knox late last week.

The accord, which must be formalized by written agreement by April 15, was said to have been reached during pre-trial hearings. The suit by Wanger, filed in 1949, involves four pictures distributed by Universal. It sought an accounting of expenses related to the release of "Eagle Squadron," "Gung Ho" and two other films.

5 Laboratories Now Making 'Scope Prints

To meet the increasing demand for CinemaScope prints, 20th Century-Fox has assigned five film laboratories to help meet exhibitor demands for a normal supply of prints by the middle of March, the company states.

Laboratories under contract to turn out CinemaScope prints are Technicolor and Color Film Corp. in Hollywood, Consolidated Laboratories here, and Deluxe here and in Hollywood.

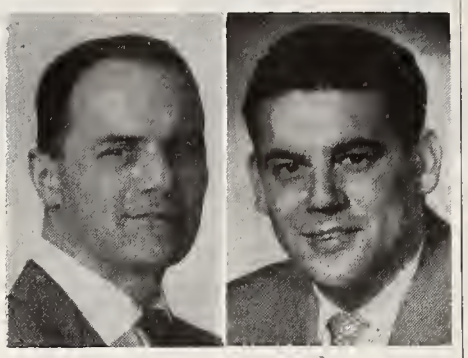
Donald O'Connor to 'M.C.' Oscar Show

HOLLYWOOD, Feb. 22.—Donald O'Connor will be the master of ceremonies at the 26th annual motion picture Academy Awards presentation ceremonies in Hollywood on March 25, Mitchell Leisen, who be general director of the program, announced.

Rodgers to Meet Press

William F. Rodgers, whose retirement from Loew's, Inc., after 30 years with the company will become effective March 1, will meet trade press representatives at luncheon at the Hotel Astor here on March 2 to discuss his future plans. Rodgers, now in Florida, is due back here late this week.

Steinberg, Champion In New Para. Posts



Burt Champion Herb Steinberg

In a realignment of the Paramount Pictures home office advertising, publicity and exploitation department, Herb Steinberg, formerly in charge of publicity, has been named national exploitation manager. At the same time, Jerome Pickman, director of advertising, publicity and exploitation, promoted Burt Champion to Steinberg's former post of home office publicity manager. Champion had been manager of radio and TV publicity.

Sid Mesibov, formerly in charge of exploitation, has been assigned to handle national tieups and special promotions.

Five Reade Managers Win Prizes in Drive

Managers of five Walter Reade theatres won prizes in the circuit's recently concluded fourth quarter drive for promotional and management activities during the Christmas period.

Jointly awarded first prize are Joseph Sommers, city manager, and Charles Gordon, Broadway Theatre manager, in Kingston, N. Y. Sommers and Roy Blumenhein, manager of the Strand in Freehold, are also awarded a special prize for sale of Christmas scrip books. Second prize went to John Balmer, city manager of the Strand in Plainfield, and to managers of the Paramount and Oxford in the same community. Robert Hynes, city manager of Reade theatres in Asbury Park, won third prize.

Altschuler On Tour Of Branches Abroad

Richard W. Altschuler, president of Republic Pictures International Corp., left here for London by plane on Sunday on the first leg of a tour of the company's European offices.

While in London, Altschuler will attend a sales convention of Republic's Great Britain and European branches from Feb. 25 through 28. He will then proceed to Rome for a sales conference with Republic's Italian managers, after which he will inspect other European offices of the company.

'Scope for NE Loew's

HARTFORD, Feb. 22. — All 11 houses on Loew's Poli-New England Theatres Circuit have been equipped with wide-screen and stereophonic sound facilities, according to Harry F. Shaw, division manager.

Arias, Abrams, Beck Form New Company To Distribute Here

Formation of a new distributing company to handle both American and foreign films was announced on Friday with the incorporation of Arias Quality Pictures, Inc.

With Henry R. Arias as president, in association with Leo Abrams, vice-president, and Myer P. Beck, independent advertising and publicity representative, as an officer, Arias has already lined up product.

Arias will maintain his own foreign distribution organization as a separate entity. All domestic distribution will be handled through the new organization. Abrams, recently northeast division sales manager for National Screen Service and before that New York district manager for Universal Pictures, will devote his full time to the new distributing organization.

Bosustow Reelected President of UPA

BURBANK, Cal., Feb. 22.—Stephen Bosustow has been reelected president and chairman of the board of United Productions of America for his ninth term. Also renamed by the board were Robert Cannon, vice-president; Charles Daggett, vice-president in charge of public relations; T. Edward Hambleton, treasurer; Melvin Getzler, assistant treasurer, and M. Davis, secretary.

Don McCormick, now manager of the company's New York studio, was elected vice-president of UPA-New York. New board members seated at the meeting included George Bagnall, Ernest Scanlon, Richard Hungate and Peter Burness.

NEW YORK THEATRES

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in
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Sen. Schoeppel

(*Continued from page* 1)

wanted to associate himself with Sen. Johnson (D., Colo.) in "praising the industry leaders for their forthright stand on so fundamental an issue." He said he had come into close contact with industry leaders in his Small Business committee post, and he knew that the majority of the people in the industry are "fine, outstanding American citizens who are trying desperately to maintain their industry as the premier entertainment medium of the world." While the various elements in the industry have their internal differences, he said, "they stand united in their belief that the motion picture is the finest family entertainment."

Hopes for Tax Relief

The industry is experiencing major economic problems, Schoeppel said. He mentioned box-office declines, aggravated by the "onerous 20 per cent Federal admission tax, which, incidentally, I earnestly hope will be eliminated by this session of Congress."

"But, despite these difficulties," he continued, "I know that no movie exhibitor in Kansas is going to put dollars above ethics by showing an off-color film."

"Schoeppel said his subcommitee's studies showed that the industry had many problems, "but it is clear that these problems are not going to be solved by trying to show pictures that do not conform to accepted standards of decency and morality. In my view, such pictures will not only do harm to the industry as a whole, but in the long run will hurt those who make and show them. The American public is not going to pay for trash and filth in the name of artistic license."

In recent months one or two film producers have been waging a campaign to modernize Code standards, Schoeppel declared. "Just how decency and morality and good taste are modernized is difficult to understand," he said. "Women's clubs and parent-teacher organizations and religious groups and all right-thinking people believe that morality is not a dress to be changed with every passing fad.

"I am happy, therefore, to see that the responsible leaders in the production side of the industry make clear that they are not going to be stampeded into abandoning standards which have always been right and which have kept their product fit for family seeing."



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'Executive Suite'

(*Continued from page* 1)

very little to do with matters that picture-goers under 35 are likely to care about one way or another.

There is little movement, as the principal setting is the plush executive offices in a skyscraper, and there is much talk, including some about profit-motives and management-responsibilities that borders on lecturing. Broadly speaking, it wouldn't be very interesting to the general picture audiences if it didn't have all those intrinsically interesting performers playing the principal parts. Having them, it figures to give a good account of itself.

Production is by John Houseman, who rates great credit for getting so much cinema value from decidedly bookish material. Direction is by Robert Wise, who managed to keep the emphasis reasonably well distributed among his distinguished players.

Running time, 106 minutes. General audience classification. Release date, April 30.

WILLIAM R. WEAVER

Cleveland Exhibitors Ask Support, Revision of Code

CLEVELAND, Feb. 22. — A plea for support and continuance of the Production Code of the Motion Picture Association was voiced here Friday by S. P. Gorrel and Leonard Mishkind, local exhibitors, who paid tribute to the document as an aid in "family trade" for the theatres.

E. J. Stutz, of the Circle Theatre, and Joseph Rembrandt, of the Center and Mayfield theatres, asked for continuance of the Code but expressed a desire for greater flexibility in order to permit minor, but necessary, revisions.

Nashville Paper Urges Living Up to Code

NASHVILLE, Feb. 22.—In an editorial on the motion picture Production Code, the "Nashville Banner" said: "Eight major film companies report that 'no sweeping changes or revisions in the Code are necessary.' Maybe not. But what is needed, it seems to us, is strict adherence to the Code as it now exists. . . . Hollywood insists that its own censorship Code is adequate. Let it prove as much by observing both the spirit and the letter of the Code."

Buffalo Bishop Asks Boycott of 'Line'

BUFFALO, Feb. 22.—Preservation of the industry's Production Code is urged by the Rev. Joseph A. Burke, Bishop of the Buffalo Catholic Diocese, who declares that if the Code is rendered inoperative, "we can be sure that our motion picture theatres, and probably later also television, will be flooded with a deluge of indecency, immorality and smut."

In a pastoral leter read at all Masses Sunday Bishop Burke said the latest attack on the Code comes in the form of the picture, "French Line," which does not have the Code seal.

He urged Catholics to protest against the showing or advertising of the film.

RKO Reopens

(*Continued from page* 1)

and condemnation of the picture by the National Legion of Decency, RKO officials reopened negotiations with the P.C.A., agreeing at the outset to eliminate the objectionable dance scene at the end of the film.

The RKO offer was pronounced inadequate by the P.C.A., which proceeded to enumerate many cuts both in film and sound track which it considered necessary in order to qualify the film for a Code seal. The producer terminated the negotiations and prepared to release the film without a seal wherever it could obtain playdates. With responsible major circuits steering clear of it, there have not been too many of the latter.

Cites Wide Disapproval

Moreover, not one of the seven state censor boards has approved the picture for exhibition and several large city censor boards have turned it down, too. In addition, women's clubs, the clergy and others have condemned the picture publicly in its present form.

The picture is playing in Denver and has several other opening dates as the third round of negotiations to get a Code seal for it continue.

Tax Outlook

(*Continued from page* 1)

this: an increase in individual income tax exemptions is an expensive proposition for the treasury. If exemptions are increased, might not Congressmen be reluctant to go too far in the way of cutting excises and losing still more revenue?

Chances are still excellent for some reductions in the tax. The big question now is just how much of a reduction.

The problem was perfectly pointed up last Friday when Senator George (D., Ga.), ranking minority member of the Senate Finance Committee, told the Senate that two steps were needed now to stimulate consumer buying: Sharply increased exemptions and "reduction or elimination of excises wherever possible." But a bill introduced by George and several colleagues actually proposed only the higher exemptions, and not any specific excise cuts.

Tax Decision Expected Soon

Some of the answers on excises may be coming very soon in the House Ways and Means Committee. Committee members expect to finish their big technical revision bill in two or three days more, and to plunge almost immediately into the excise field. That could mean some voting in committee on excises either late this week or early next week.

Three at RKO



J. H. MacIntyre



H. Greenblatt

(*Continued from page* 1)

as a salesman in the Chicago branch in 1932, served as branch manager in Cleveland and Pittsburgh prior to his promotion to Midwestern district manager, in 194.

MacIntyre joined RKO in 1927, serving with Pathe prior to its absorption by the parent company. He was district manager for the South and for New England before moving to the West Coast in 1944.



Harry Gittleson

Gittleson joined F. B. O., predecessor to RKO, in 1926, and served as house organ editor for 13 years. He joined the sales staff in 1942 and was appointed domestic sales administrative manager last year.

Walter E. Branson, RKO Radio general manager of foreign operations, accompanied by Robert Wolff, managing director of the RKO offices in the United Kingdom, will arrive in Hollywood today for conferences with J. R. Grainger, president, and C. J. Tevlin, vice-president in charge of studio operations.

Arbitration

(*Continued from page* 1)

spirit of complete cooperation."

No date for the meeting has been set, but Johnston, in proposing the meeting about two weeks ago, suggested that it be held within 60 days, or in late March or early April.

To date, the only other organization to agree to send delegates to the meeting is the Independent Theatre Owners Association of New York which authorized its president, Harry Brandt, to formally accept the MPAA invitation. Still to be heard from are Allied States Association and Southern California Theatre Owners Association. Metropolitan Motion Picture Theatres Association will participate only as an "observer."

Exhibitors to D. C.

(*Continued from page* 1)

it was said at the Council of Motion Pictures Organizations office here, is to make sure that the law-makers have a complete understanding of the industry's problem. COMPO believes that the theatre case is just as strong as it was a year ago.

there's bo
power in
"man in
the attic"!

TREMENDOUS IN ITS FIRST ENGAGEMENTS! Up there with the biggest at the Fox, Philadelphia! Sensational at the Fox, Detroit! A Money-Maker everywhere!

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XTRA ATURE!

TOO YOUNG TO KNOW WHEN TO STOP!

"man Crazy"

Starring

NEVILLE BRAND · CHRISTINE WHITE · IRENE ANDERS

HAS DETROIT ITS OWN JACK THE RIPPER . . .

Is He 'The Man In The Attic' . . . Brooding, Sulking, Stalking His Next Victim?

Daily Star — CO-ED'S KILLER HUNTED

EVENING NEWS — Killer In City, Parents Fear

Telegram — KILLER SOUGHT

IS HE THE BOY NEXT DOOR, A CORNER MERCHANT OR YOUR FELLOW WORKER?

He's got his eye on you!

Keep your eye on him!



MAN in the ATTIC

20th Century-Fox

Plus

The Corner Hangout, Broken Homes, Delinquent Parents

. . Made Them . . . CHEAP? PROMISCUOUS? BRAZEN?

Note:

Our screen program is not designed to attract children or adolescents but because of its timeliness.

Violent, gruesome and [illegible] as the subject matter may be, it nevertheless reflects the headlines and reportings of our daily newspapers.

It Dares To Tell the Truth!

Man Crazy

Girls Held in Brawl at School



Fox TODAY

USE THESE ADS!

U-I Meet

(Continued from page 1)

charge of the overseas 16mm department. Cesar Aboaf, recently appointed U-I special field representative for Rank films in Latin America, will attend also.

Host at the convention will be U-I's general manager for Argentina, Monroe Isen, and guest of honor will be Air Commodore F. M. F. West, managing director of the J. Arthur Rank Overseas Film Distributors.

Honor K. C. Stengel At Crescent Dinner

NASHVILLE, Feb. 22.—Kermit C. Stengel, newly elected president of Crescent Amusement Co., here, was honored at a dinner by Crescent officials and employees and theatre managers from the Nashville area.

Speaking at the dinner were C. R. McCown, general manager, and Webb Haymes, secretary-treasurer, of Crescent; Floyd Rice, Tennessee Theatre manager; A. L. Shortley, manager of the Columbia, and Jack Funk, who spoke for Crescent office employees.

Sullivan Toastmaster At Ball-Arnaz Dinner

Ed Sullivan, newspaper columnist and master of ceremonies of "Toast of the Town," will be toastmaster at a luncheon for Lucille Ball and Desi Arnaz given by the National Television Film Council on Friday at the Hotel Commodore here.

Every week-day is
walt FRAMER
"Top-rating" day!
STRIKE IT RICH
THE BIG PAYOFF
walt FRAMER
PRODUCTIONS
"AMERICA'S LEADING INDEPENDENT TV PRODUCER"
1150 AVENUE of the AMERICAS,
New York 36, N. Y. • OXford 7-3322

Television--Radio

with Pinky Herman

LELAND HAYWARD'S second TV stint will be seen Sunday (8:00-9:00 P.M.) when he and Jules Styne will co-produce Cole Porter's musical comedy, "Anything Goes," starring Ethel Merman, Frank Sinatra and Bert Lahr on the "Colgate Comedy Hour" via NBC-TV. Script was adapted for video by Herb Baker, son of Belle Baker and the late Maurice Abrahams, who wrote many hit songs. . . . Newton E. Meltzer, former commercial and documentary film producer and more recently with CBS-TV, has joined Van Praag Productions as producer-director-writer. . . . The original "Mr. & Mrs. Team" and easily one of the most popular with John Q. Public, Ed & Pegeen Fitzgerald, have started their 15th consecutive year on ABC and ABC-TV. . . . Residents in New York state own 3,712,620 TV receivers; Californians collectively have the second largest number, 2,809,640 sets, and in third place is Pennsylvania with 2,276,640. There are approximately 28,500,000 TV sets in the country.

☆ ☆ ☆

Started but a scant three years ago, the BMI literary series, 'Teen-Age Book Parade," has made gigantic strides and is currently featured over 1,800 radio stations. Prexy Carl Haverlin has just announced the fact that the scope of the program has been enlarged and henceforth will be titled "Book Parade." . . . On today's and next Tuesday's "People Are Funny" CBShows, which originate at the Sahara Hotel, Las Vegas, Art Linkletter's five contestants will be bona fide millionaires. It's only fair, Art, that you remind the "Struck It Rich" guests to report their winnings in their respective tax reports. . . . Recommended: Jimmy Carroll's MBScintillating larking daily at 11:00 A.M. on Harry Wismer's "Wonderful City" series which is one of the highlights of morning listening. . . . Don Kennedy, featured as "Snowshoe Thompson" in the forthcoming "Death Valley Days" production of the same name, is a native-born Californian, who had to migrate to New York for a start in show biz.



Carl Haverlin

☆ ☆ ☆

The amazing young Ken Parker, author of "A Cup of Tea," which won the Johns Hopkins television award, and whose newest effort, "Parker's Television Plays," has just been released by Northwestern Press, is currently working on "The Far Beyond," a three-act drama dealing with insanity. In order to inject authoritative characterization in both plot and substance, Ken has taken a job as a "psychiatric aide" in a mental hospital in New York. . . . The Pulse rating of Joe Franklin's "Memory Lane" series, seen daily at 3:30 P.M. TVia ABC, has zoomed since Ray Abel took over as director. . . . Divorced for several months after 13 years of marriage, the Jim Waldrops have remarried. Jim, former announcer and newscaster with NBC (New York) is currently doing a terrific three-hour daily disk jockey stint over WGAC, Augusta, Ga. . . . Ziv's "Red Skelton Show" ET series, will be heard in over 400 markets by next month, sez enthusiastic John L. Sinn. . . . Add another starter in the national baritone sweepstakes, none other than handsome MGM recording Star Bob Stewart, who has been signed to WLWarble daily in Cincinnati.

☆ ☆ ☆

S'funny. If you don't have it you want it and when you have it you don't see it.

Somehow, ABChieftains seem to overlook a natural TV personality who has been doing a sensational job for the past five or six years over this network originating at Cincinnati. Program, "Big Jon & Sparkie," in the past two years was awarded second place each time by the radio editors in the MOTION PICTURE DAILY-FAME national poll and to this reporter, the mystery is the fact that this 'natural for TV' program isn't brought to New York for a daily afternoon series. . . . The original "Singin' Sam, the Barbasol Man," (Sam Green) who's been with the USO for the past dozen years, is back in town with plans to launch his own TVariety show in the fall. . . . Wounded GI's at the St. Albans Naval Hospital have voted ABC-TVision Scotty Scott as 'the girl they'd like to weather any storm with'; (blonde, petite and lovely, is Scotty, so who cares about a little thing like a split infinitive.)

Acetate Tests

(Continued from page 1)

nitrate film, were shown to the large delegation. The tests consisted of burning nitrate film and efforts to extinguish the flames and attempts to burn the acetate film. It was pointed out by Frisch that city officials had heard about the safety film but had never been shown its actual value. He said that industry representatives at the demonstration asked for nothing, but it was explained that Eastman was making a report of the tests which would find its way to insurance rating bureaus.

Officials Reported Impressed

It was said that the city safety officials were deeply "impressed" by what they saw. They apparently knew that the industry had changed over to the use of acetate film in 1951 but they were not aware of its potential as a safety factor, Frisch said.

One test was the igniting of film interwoven with nitrate and acetate elements. The nitrate portions burned to a crisp while acetate footage remained unscorched, Frisch said.

Await IMPPA Action As AFM Signs Pair

The American Federation of Musicians here still is awaiting word from the Coast on membership action by the Independent Motion Picture Producers Association on a proposed new contract.

IMPPA, the only major film organization which has not yet signed a new AFM contract, took the musicians' union proposal for a wage hike and other benefits to its membership for a decision.

Meanwhile, RKO Radio Pictures and Republic, the two studios which did not sign the recent industry accord in Miami, reached an agreement with the AFM here last week. The RKO and Republic pacts, which followed the pattern of the industry agreement, were said to be for a one-year period and provide for a sliding scale of wage increases.

Fire in Oklahoma House

WOODWARD, Okla., Feb. 22.—A fire caused by an electric power wire short circuit did extensive damage to the Woodward Theatre here on Friday. Firemen fought the blaze more than 90 minutes in a 60-mile-an-hour gale, but kept it confined to the theatre roof. The theatre's new wide screen was ruined by water damage. Ben and Vance Terry, owners, had installed the screen only a few weeks ago.

No patrons were injured and there was no panic.

David to Circle

Joe David, formerly with Consolidated, Precision and Mecca laboratories here, has been appointed director of production and quality control of Circle Film Laboratories by president Herbert R. Pilzer.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

AN AVALANCHE OF BOXOFFICE ACTION!



AVAILABLE NOW in 3D and 2D

DANGEROUS MISSION!

co-starring

VICTOR MATURE • PIPER LAURIE

WILLIAM BENDIX • VINCENT PRICE

Color by TECHNICOLOR



RKO RADIO PICTURES

with **BETTA ST. JOHN** • Directed by LOUIS KING • Screenplay by HORACE McCOY, W. R. BURNETT and CHARLES BENNETT • Produced by IRWIN ALLEN

HOW BUSINESS RANKS NATIONAL ADVERTISING MEDIA

Ranking of National Media	Medium	Advertising Revenue (Jan.-Dec., 1953)
1st	LIFE	$109,708,903
2nd	CBS-TV	97,466,809
3rd	NBC-TV	96,658,551
4th	Saturday Evening Post	80,865,877
5th	CBS-Radio	62,381,207
6th	NBC-Radio	45,151,077
7th	Time	35,391,178
8th	ABC-Radio	29,826,123
9th	Better Homes & Gardens	27,240,924
10th	This Week	26,822,080

The next ten media rank as follows . . . **11th:** MBS-Radio, $23,158,000—**12th:** Look, $22,971,144—**13th:** ABC-TV, $21,110,680—**14th:** Ladies' Home Journal, $19,660,979—**15th:** Good Housekeeping, $16,324,132—**16th:** Collier's,* $16,310,942—**17th:** American Weekly, $15,904,772—**18th:** Newsweek, $15,205,490—**19th:** McCall's, $13,165,666—**20th:** Business Week, $13,150,555.

Source: Publishers' Information Bureau (gross figures).
Radio and television figures are for network time only.

*Collier's became a bi-weekly in August, 1953.

LIFE

First in magazine circulation

First in magazine audience

First in advertising

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 36 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 24, 1954 TEN CENTS

New Role

StereoDemand To Be Met By TOA Group

Will Challenge Policy Of Some Distributors

In another clear-cut reversal of its traditional policy, Theatre Owners of America will challenge the attitude of some distributors who are demanding that stereophonic sound be used in the presentation of CinemaScope product.

The policy reversal stems from the fact that TOA, in the past, has side-stepped involvement in trade practices, but, according to reports from TOA regional units a TOA committee will put the challenge into operation.

The committee, it is learned, will insist that distributors of CinemaScope films serve exhibitors regardless of restrictions and further, it has instruc-

(*Continued on page* 4)

Streibert Says U. S. Film Service Aim Is New Production

WASHINGTON, Feb. 23. — The chief aim of the government's Overseas Film Service in the year ahead is to resume production work, Congress was told.

The statement came from Theodore C. Streibert, chief of the U. S. Information Agency, during testimony before the House appropriations committee on the agency's budget for the year starting July 1. The appropriations requested for the motion picture service in the coming year total

(*Continued on page* 5)

May Devise Allied Stock Plan Today

A plan of operation under which Allied States Association members would gain a voice in production policies of a film company through stock acquisition may be worked out here today by an Allied committee, which has been appointed for that purpose. The committee consists of Wilbur Snaper, Ben Marcus, Rube Shor, Horace Adams and Benjamin Berger. The group will meet in advance of na-

(*Continued on page* 4)

First Achievement Award of 'Fame' To Be Presented to Spyros Skouras

Spyros P. Skouras, president of 20th Century-Fox, has been named recipient of the first Achievement Award presented by "Fame," the annual evaluation of film industry personalities published by Quigley Publications.



Spyros Skouras

The citation to Skouras is "in recognition of his notable contribution to the art and industry of motion pictures by the development and introduction of CinemaScope and for the widening of mankind's horizons of knowledge, inspiration and entertainment realized by this new technique." It is signed by Martin Quigley, publisher of the annual, now in its 22nd year of publication.

The Achievement Award will be presented to Skouras at a later date, following his return from Europe.

Termed 'Out of Order'

Block Move for Vote on Immediate Tax Reduction

WASHINGTON, Feb. 23.—A Democratic attempt to get an immediate House Ways and Means vote on reduction in the admissions and other excise taxes was ruled out of order by Chairman Reed (R., N. Y.).

Reed said the committee would take up the entire question of excise tax rates at a later date, but well in advance of April 1, when some excise rates are scheduled to drop.

The matter came up as the committee continued its voting on the Technical Tax Revision bill. One section of the bill, which is a complete rewriting of the present Internal Revenue Code, would have merely carried over into the new law all existing excise rates. Committee and Treasury officials explained that this in no way prejudiced the committee's right to cut excise rates in a later bill, but was merely designed to keep things neat and tidy in the

(*Continued on page* 4)

Pola-Lite Offers 3-D Unit, Glasses To Theatre Owners

Two new developments, a single track 3-D projection unit called the Pola-Lite System and new full vision 3-D glasses, are now available to exhibitors, Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Company said here yesterday.

O'Keefe stated at a trade press luncheon at the Hotel Astor that the present 3-D films are not commercially sound for small theatre owners and the added expense involving 3-D kept many a small exhibitor from installing the equipment.

The new Pola-Lite System, which has replaced the Moropticon unit, has many improvements and refinements. These units will be offered at terms

(*Continued on page* 4)

Production Will Rise By Apr. 1, Says Walsh

HOLLYWOOD, Feb. 23. — The volume of film production, now at a low ebb, will begin to rise about Apr. 1, Richard F. Walsh, president of the IATSE, told the American Federation of Labor's Film Council at its regular Tuesday meeting here today.

The council discussed "runaway production" at length, with comments

(*Continued on page* 4)

Press Ire Soothed At Brazil Festival

By MARTIN QUIGLEY, Jr.

SAO PAULO, Brazil, Feb. 23.—A mass press and radio interview of American film stars was held here today at headquarters of the International Film Festival. The interview was held following two previous cancellations, which resulted in an irate proclamation yesterday by 30 Brazilian and European journalists who threatened a news blackout on Americans at the festival.

The first cancellation on Saturday occurred when the Americans attended a reception given by the governor of Sao Paulo.

The decision to hold today's interview at the American Consulate was

(*Continued on page* 5)

Standard to 2.66-1

See Deal Near Between Para. And Tushinsky

Wide Aspect Ratio Pick By Use of New Lens

HOLLYWOOD, Feb. 23.—Paramount will be in a position to sell a picture to an exhibitor in his own choice of aspect ratios, from standard to 2.66-1, if negotiations now in progress for use of the Tushinsky variable anamorphic lens are successfully concluded, as expected, this week. The Tushinsky process was described in detail in the Feb. 18 issue of MOTION PICTURE DAILY.

Joseph Tushinsky, the inventor, tonight admitted that the Paramount negotiations have been moving steadily and smoothly, although no actual signing of papers has taken place. Paramount sources made no comment beyond confirming that an important policy announcement is planned for next week.

At last week's demonstration

(*Continued on page* 2)

Injunctive Bid Vs. RKO Radio Heads For Hearing Here

A hearing on the injunctive bid of RKO Pictures minority stockholders is shaping up here for tomorrow in the wake of procedings in New York and Delaware courts.

Tomorrow's hearing in New York Supreme Court will be on the motion of minority stockholders Louis Schiff and Jacob Sacks, seeking to enjoin the sale of the company's assets to board chairman and principal stockholder Howard Hughes. The motion,

(*Continued on page* 4)

Pimstein Sues List Over RKO Stock Buy

Harry Pimstein, former RKO attorney, has filed a suit for $226,637 plus interest against Albert List, board chairman of RKO Theatres, for alleged services performed in enabling List to acquire working control of the theatre circuit.

The complaint asserts that in November, 1952, List asked Pimstein to collect data in regard to assets and

(*Continued on page* 5)

Personal Mention

NAT LEVY, RKO Radio Eastern and Southern division manager, is in Washington from New York.

•

STEVE PERAKOS, attorney of Perakos Theatre Associates, has been named to a fact-finding committee for the coming Connecticut elections by the Young Republican Club of New Britain.

•

IRWIN POLLARD, former Republic Pictures branch manager in Cleveland, will be guest of honor March 1 at a testimonial dinner sponsored by the Variety Club and the Salesmen's Club.

•

EDWARD S. SEGAL, son of HARRY SEGAL, United Artists branch manager in Boston, was married in Washington Sunday to LOUISE A. KOFFMAN.

•

BERNIE SERLIN, of the Warner Brothers home office field exploitation staff, is the father of a girl born Saturday to MRS. SERLIN at French Hospital here.

•

JOHN LEFEBRE, 20th Century-Fox International Corp. European and Middle East sales manager. has arrived in New York from Europe.

•

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative of 20th Century-Fox, will return here today from the Coast.

•

JOSEPH HAZEN of Hal Wallis Prods. has arrived in Hollywood from New York.

Brandt in Variety Heart Dinner Post

Harry Brandt has been named chairman of the dinner arrangements committee for the first annual Variety Club Heart Award dinner here, it was announced yesterday by Russell V. Downing, chairman.

The dinner, to be held in the grand ballroom of the Waldorf Astoria Hotel on May 6, will be a tribute to William J. German, president of the Variety Club Foundation to Combat Epilepsy.

Howard, Director, Dies on Coast at 58

HOLLYWOOD, Feb. 23.—William K. Howard, a director here since 1924, died Sunday at the age of 58 following a protracted illness. He entered the industry here as director of "East of Broadway" after several years as a theatre manager. He was at various times associated with 20th Century-Fox, M-G-M, United Artists, Paramount and Warner Brothers.

Harold Dow Dead

VERONIA, Ore., Feb. 23.—Harold Claud Dow, 58, owner-operator of the Joy Theatre here for the past 21 years, died at his home of a heart attack.

E. W. Aaron, Veteran Executive, Dead

Edwin W. Aaron, Western sales manager for 20th Century-Fox, died last Saturday at his home here of a heart ailment. He was 59 years old.

A veteran of many years in the film industry, he had served in important sales posts for 25 years with M-G-M prior to joining 20th Century-Fox in 1948 as circuit sales manager.

Aaron began his film career as a cashier for the E. M. Saunders Exchange in New York. When Saunders was absorbed by M-G-M, he became an accountant for Metro. In the following years he held such positions as traveling auditor; contract department manager, assistant to general sales manager and in 1943 was appointed circuit sales manager of M-G-M. In 1945 he was promoted to the post of assistant general sales manager.

Surviving are his wife Dorothy Aaron, and a daughter, Mrs. Herbert Nusbaum. Services were held yesterday at the Riverside Memorial Chapel here and burial was at Westchester Hills Cemetery.

Moss to Europe on Product Search

Charles B. Moss, operator of the Criterion Theatre on Broadway, will leave here Friday on the "Queen Mary" for a tour of production centers in Europe.

"The American public has only recently become aware of the entertainment values of foreign films." Moss declared, "This, coupled with the shortage of Hollywood product, makes it necessary for the exhibitor who formerly played only American pictures, to give serious consideration to foreign films."

Moss will visit studios in Rome, London and Paris to view recently completed product; at the same time he will investigate production facilities for TV films, a field in which he has been recently active.

Minter to Film 6 For Renown in '54

A program of six British productions, said to cost over £1,000,000, ($2,800,000) has been announced by producer George Minter for Renown Pictures for the next 12 months, it was disclosed here yesterday.

The schedule includes one picture in CinemaScope, the others being for "wide screen" exhibition, it was stated. Already completed and ready for release shortly, it was added, are "Grand National Night," and "Our Girl Friday."

Cooper Back on Coast After Air Force Trip

HOLLYWOOD, Feb. 23.—Merian C. Cooper, who returned at the weekend from a three-week trip to the East on Air Force business, today began planning the Argosy Pictures Corp. schedule for 1954-55. While in Washington Cooper was honored at a luncheon attended by 11 Air Force generals.

Tushinsky

(Continued from page 1)

for the Society of Motion Picture and Television Engineers, in which films from many sources were used, test footage shot by Paramount with its "Lazy 8" camera, first used in filming "White Christmas," was widened to as much as 2.66-to-1 with impressive results.

This does not necessarily mean that "White Christmas" will be the first picture offered by Paramount in a wide range of aspect ratios, but it suggests strongly that it might be.

The Tushinsky brothers, Joseph and Irving, developed their process at the RKO Radio studio with the cooperation of C. J. Tevlin, studio head, who came to pictures when Howard Hughes obtained control. However, the process never has been made known as an RKO or a Hughes' project. Whether the deal for its use by Paramount would preclude its use by RKO is not presently known, but the fact is that the last four pictures produced by RKO have been filmed in such a manner that they they can be exhibited in any aspect ratio with the Tushinsky method.

Neither Paramount nor RKO has utilized the anamorphic facilities prior to now.

A-A Calls Southern Meet on 'Cell Block'

Sales policy governing Walter Wanger's "Riot in Cell Block 11" in the Southern states will be discussed at a meeting of Allied Artists' Southern branch managers which Morey R. Goldstein, vice-president and general sales manager, has called for Saturday and Sunday in Atlanta.

Meeting with Goldstein and James Prichard, Dallas, Southern division sales manager, will be J. E. Hobbs, Atlanta; Bailey Prichard, Memphis; Henry B. Glover, New Orleans, and F. E. Dyer, Charlotte.

Green Named Counsel For Reade Theatres

The appointment of Bernard L. Green, Trenton, N. J., attorney, as general counsel for Walter Reade Theatres, was announced yesterday by Walter Reade, Jr., president.

Green will supervise legal activities for the circuit and its allied interests making his headquarters in the organization's offices here.

House Record Set

The Italian film, "Three Forbidden Stories," grossed $1,250 Monday, opening day, at the Court Square Theatre in Springfield, Mass., to set a new house record, according to Jack Ellis of Ellis Films, which is releasing the picture.

FPC Declares Dividend

OTTAWA, Feb. 23.—Famous Players Canadian Corp., Ltd., today declared a 37½-cent dividend payable March 26 to shareholders of record on March 11.

'Restricted' Listings Started by Ontario Board of Censors

TORONTO, Feb. 23.—Implementing its new regulation for the classifying of mature pictures as "Restricted," the Ontario Board of Moving Picture Censors has issued its first list of features for the category with the caution that persons under 18 years of age, whether accompanied or not, cannot be admitted to a performance at any time.

'Moon Is Blue' Included

The Restricted Admittance films are: "Times Gone By," "Intimate Relations," "Les Compagnes de la Nuit," "The Sinner," "Violated," "The Moon Is Blue" and "Le Plaisir." The latter two were moved from the Adult Entertainment class to the Restricted group. In the case of "Adult Entertainment" films, the theatres cannot show them to audiences which are predominantly juvenile, such as on Saturday afternoons.

The latest pictures with Adult grading are "One Summer of Happiness," "The Man in the Attic" and two older films, "Little Caesar" and "Public Enemy," which were first released at a time when Ontario had no censorship ratings.

Predict Passage in N. Y. Of Brydges-Fitzpatrick Bills

ALBANY, N. Y., Feb. 23. — An authoritative source predicted today that one of the two Fitzpatrick-Brydges bills proposing a clarification of "immoral" and "incite to crime" in the state licensing law will be reported from committee within two weeks and will be passed before the legislature adjourns around March 17.

It has not yet been decided whether to press for adoption of the measure providing for a specific clarification of "immoral," or the one outlining a more general definition of that term. Both contain identical definitions of "incite to crime."

The assembly judiciary committee cannot consider them before next Tuesday, and it may be a week from that date before they are discussed. The committee on public health and education, of which Sen. Earl W. Brydges is chairman, has the referral in that house.

K.C. Review Ordinance Ruled Unconstitutional

KANSAS CITY, Feb. 23. — The motion picture review ordinance of Kansas City was ruled unconstitutional under the First and 14th Amendments by the judge of the Cole County Circuit Court as a result of the action by producer, distributor and one exhibitor in the effort to overcome the banning of "The Moon Is Blue" by the Kansas City board of appeals in the censorship system.

Portland Censor Cuts 'Line'

PORTLAND, Ore., Feb. 23. — "French Line," the controversial RKO-Radio musical, was ordered cut before being passed by Portland police censors. The picture is scheduled for a March opening at Parker's Broadway Theatre.

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THE BIGGEST FOR THE BIGGEST!

M-G-M PICTURES TOP THEM ALL! THEY'RE FAVORITES AT THE MUSIC HALL!

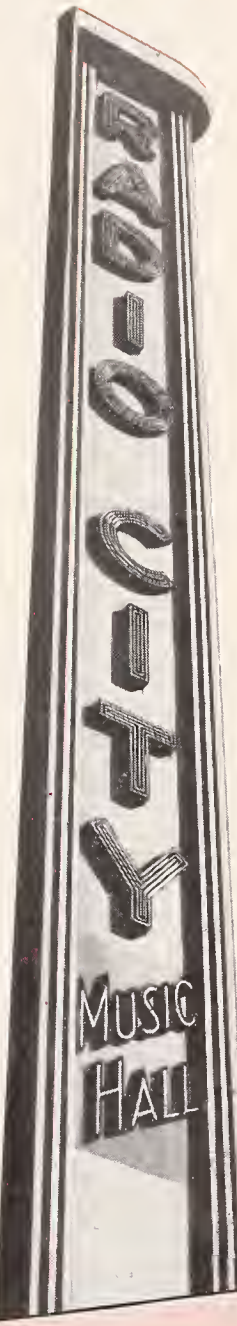
"Mogambo" started the Hit Parade in October, launching a new M-G-M record of 8-pictures-in-a-row at the famed Music Hall! Now "THE LONG, LONG TRAILER" is delighting audiences of the world's most famous theatre, with a terrific line-up of other big M-G-M hits to follow one after another. On Broadway and across the nation it's a happy celebration as M-G-M's 30th Anniversary rolls merrily along!

★

SALUTE TO ED SULLIVAN's "TOAST OF THE TOWN"

Approximately 50,000,000 people heard and saw the M-G-M Anniversary Show, Sunday night, February 14th, on CBS-TV's hour-long show! Never before has any company's line-up of pictures received such visual selling to the nation! M-G-M takes this opportunity to express gratitude to a great showman, Ed Sullivan, for a magnificent job!





"MOGAMBO" (TECHNICOLOR)

"KISS ME KATE" (COLOR)

"EASY TO LOVE" (TECHNICOLOR)

CINEMASCOPE "KNIGHTS OF THE ROUND TABLE" (COLOR)

"Just completed a great engagement!"

Robert Taylor, Ava Gardner, Mel Ferrer, Anne Crawford

Now Playing! "THE LONG, LONG TRAILER" (COLOR)

"Lucy and Desi off to a flying start!"

Lucille Ball, Desi Arnaz

Next! "RHAPSODY" (TECHNICOLOR)

"Read the rave Trade reviews!"

Elizabeth Taylor, Vittorio Gassman, John Ericson

Next! CINEMASCOPE "ROSE MARIE" (COLOR)

"First CinemaScope Musical!"

Ann Blyth, Howard Keel, Fernando Lamas

Next! "EXECUTIVE SUITE"

"Picture of the year! Cast of the year!"

William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern

MGM 30TH ANNIVERSARY JUBILEE 1924-1974

Fresh Rise

New Product, Holiday Spur B'way Grosses

Strong product combined with the three-day holiday weekend gave virtually all first-run Broadway situations in New York top grosses.

The list of top grossers includes "The Long, Long Trailer," "New Faces," "The Glenn Miller Story," "Riot in Cell Block 11," "Act of Love" and "Top Banana."

The good business along Broadway was reflected over the holiday weekend in York Metropolitan neighborhood situations, too, according to circuit officials. The circuits reporting fine weekend business include Loew's, RKO Theatres and Trans-Lux Theatres.

Music Hall Crowded

At Radio City Music Hall, a big $157,000 is indicated for the first week of "The Long, Long Trailer." "New Faces" in CinemaScope at the Roxy is expected to register a strong $95,000 for its initial week. At the Capitol, an outstanding $93,000 is seen for the second week of "The Glenn Miller Story," a gross which virtually paces the first week's business.

"Riot in Cell Block 11" opened to a good $37,000 at the Mayfair, while a fine $24,500 is seen for the first week of "Top Banana" at the Victoria. A swell $23,000 is indicated for the second week of "Act of Love" at the Astor. "His Majesty O'Keefe" at the Paramount is due to round out its third week with a good $33,000.

"This Is Cinerama" continues to pack in the customers at the Warner, with a sizable $46,000 forecast for its 38th week there. "It Should Happen to You" at Loew's State is doing nicely, with $21,000 seen for the sixth week. A pretty good $17,000 for the third week of "Rob Roy" at the Criterion is forecast, while "How to Marry a Millionaire" at the Globe is due to hit a more than satisfactory $17,800 for its 15th and final week. "The Robe" will open at the Globe on Saturday, returning for its second Broadway run. Another CinemaScope production, "King of the Khyber Rifles," at the Rivoli is expected to do a fairly moderate $11,000 for its ninth week.

'Genevieve' Strong

Off-Broadway first-run houses also enjoyed good holiday business, with a big $18,700 predicted for the first week of "Genevieve" at the Sutton. The long-standing hold-over "Lili," now in its 50th week at the Trans-Lux 52nd Street, is due to hit a smart $9,000, while a nice $8,000 is seen for the third week of "The Holly and the Ivy" at the Trans-Lux 60th. At the Paris, a steady $7,500 is indicated for the 21st week of "The Captain's Paradise."



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Good Weather Helps Chicago Grosses

CHICAGO, Feb. 23. — Favorable weekend weather and the Washington's Birthday weekend brought large crowds to Loop theatres here.

"This Is Cinerama," now in its 29th week at the Palace, drew a powerful $44,500 last week, while "King of the Khyber Rifles" again will come close to $20,000 in its third week at the Oriental.

Other good grosses here are "The Glenn Miller Story," pushing $60,000 in its second week at the Chicago; "Hell and High Water," chalking up a solid $33,000 in its opening session at the Essaness Woods; "Rome, 11 O'Clock," holding up well at $6,000 in a good follow-up to the initial week of $8,000; and "Money from Home," giving the RKO Grand a shot-in-the-arm at $17,000 for the third week of an excellent run. "His Majesty O'Keefe" drew a good $17,500 for its second round at the Roosevelt and "Living Desert" closed a highly successful nine-week run with a fine $8,000 for the last week.

'Pinocchio' Grosses Well in New England

BOSTON, Feb. 22.—Walt Disney's "Pinocchio" will gross an estimated $33,450 for its first week in re-release at the Memorial Theatre here, to give the house one of its biggest weeks in recent years.

Meanwhile, in Providence at the Albee, the gross is expected to top $17,000 for the first week of the RKO Radio Pictures reissue.

'Holders Injunctive Bid

(Continued from page 1)

based on the original Schiff-Sacks stockholders' suit, charges the $38,000,000 sought from Hughes as damages is an asset of the corporation which has been ignored in the proposed sale.

The hearing shaped up following the withdrawal here yesterday of a similar injunctive complaint in New York Supreme Court. The latter complaint, withdrawn without prejudice, charged that the $23,489,478 offered by Hughes for RKO's assets is grossly inadequate. It was withdrawn following a preliminary hearing on Saturday in Delaware's Court of Chancery, where the minority stockholders Schiff and Sacks had made a comparable complaint.

March 8 Trial Asked

In the Court of Chancery on Saturday, it was suggested that a trial could be set for March 8, a week later than requested by RKO Pictures, which sought a quick trial "to avoid any possible question as to the propriety" of the corporation's action on the Hughes' offer.

Plaintiffs Schiff and Sacks agreed to the March 8 trial date, provided that five witnesses would make themselves available for pre-trial examination. The five sought included Hughes, James R. Grainger, president, J. Miller Walker, vice-president, William H. Clark, treasurer, and Garrett Van Wagner, comptroller.

Attorneys representing Schiff and Sacks said the action in New York was withdrawn yesterday pending development on whether the witnesses would make themselves available, adding that they have the second injunctive motion to fall back on if witnesses are not procured. Meanwhile, it was learned that RKO Pictures has given up plans for a speedy trial in Delaware, feeling that the "propriety" of the offer will be tested in another minority stockholders' unit, the Castleman action, which goes to trial in Nevada on March 22.

Holders Meeting a Factor

Another factor weighing RKO Pictures' decision to allow the Delaware action to run its normal course in Chancery Court was said to be the upcoming special stockholders' meeting on March 18, which will vote on whether to accept or reject Hughes' offer to pay $6 per share for all outstanding shares except his own. RKO Pictures attorneys, it was explained, will be busy preparing for the special meeting, in addition to pursuing the Castleman suit in Nevada.

The Castleman suit, brought by attorney Louis Kipnis, charges "mismanagement" by Hughes and seeks an accounting in order to ascertain the amount of damages.

Pola-Lite

(Continued from page 1)

so low that every exhibitor will be able to buy them, O'Keefe said. They will be available with Universal's "The Creature from the Black Lagoon" and "Taza, Son of Cochise," O'Keefe said.

The 3-D system is an engineered attachment which clamps onto present projectors and projects a 3-D picture from a single strip of film. It eliminates all synchronization devices, the running of two machines, cuts 3-D carbon and electric consumption and eliminates large reels and special rewinding equipment, O'Keefe claimed.

The unit contains its own filters and prevents the film from going out of synchronization, he said. It also eliminates eye strain due to two variations of light as now used in 3-D projection.

The new glasses that Pola-Lite is marketing are included in a package deal with the Pola-Lite System. Collapsible earpieces have been perfected for them. The polarization has been improved and the new glass offers a much wider viewing area, O'Keefe asserted.

Walsh, on Production

(Continued from page 1)

centering around W. R. Frank's "Sitting Bull," which the producer is filming in Mexico. Measures discussed, although not decided upon, included possible picketing of theatres that run "Sitting Bull," with pickets carrying placards pointing out that the picture should be exhibited at reduced admission prices.

The council voted to join the Association of Motion Picture Producers in preparing a motion picture exhibit for display at the national "Union Label Show" to be held this year in the Pan Pacific Auditorium here.

Block Move

(Continued from page 1)

revision bill. Rep. Mason (R., Ill.) moved that the provision be agreed to.

Rep. Boggs (D., La.) then moved that the committee adopt "Speaker Martin's proposal" to cut to 10 per cent all excise rates now over 10 per cent. Reed ruled this out of order. There was no appeal from his ruling, and the Mason motion was approved.

Reed later issued a statement declaring the Boggs motion would have "disrupted our present work." He said the committee long ago agreed to postpone consideration of excise rates until after it completed voting on the revision bill, and that his ruling "merely reaffirms that orderly procedure will be followed in considering the present technical bill." The chairman added that the earlier committee action "was taken with the speeific understanding that the question of excise rates will be in order at a later date."

In reply, Boggs issued a statement stating that "I am sure that those businesses which are straddled with these high tax rates will believe that this is a poor excuse for denying them relief."

It is believed possible that the committee will finish its work on the revision bill late this week and plunge almost immediately into voting on excise and corporate rates.

Stock Plan

(Continued from page 1)

tional Allied's board meeting to be held Thursday and Friday.

Meanwhile, indications are that at least some Allied members have not responded satisfactorily to a questionnaire which sought data on their personal stock holdings in film companies. This is revealed in a bulletin sent out by Allied's New England unit, Independent Exhibitors, Inc., which, in referring to the request for information, stated that "we are ashamed and chagrined at the results." Apparently, too, the survey was not conclusive when the Allied board met in Cincinnati earlier this month because the directors voted to continue the canvass and named a committee to draw up a plan of action.

A report on the canvass to date and the committee's recommendations will be made to the board tomorrow or Friday.

Stereo Demand

(Continued from page 1)

tions to go to the Department of Justice and the Senate Small Business Committee for relief in case of refusal, even though there have been unsatisfactory experiences with the government on such instances.

As one regional TOA unit expresses the move, such a step is unusual to TOA, "but it points up the extreme seriousness of today's situation," adding that "exhibition is at the road's end unless something is done." The unit asserts that "our investments total many times that of production and distribution and we cannot let the tail continue to wag the dog."

Buys Lippert Franchise

SAN FRANCISCO, Feb. 23.—Al Grubstick is the owner of the Lippert Pictures franchise here having bought out Irving H. Levin and Charles Kranz.

National Pre-Selling

WALT DISNEY'S version of Jules Verne's "20,000 Leagues Under the Sea" is being photographed 30 feet under water off the coast of Nassau in the Bahamas.

"Life" sent Peter Stackpole to Nassau to make photographs under water of actor-divers, cameramen, grips, propmen, lifeguards and directors who are making their CinemaScope version of the Jules Verne science-fiction classic.

Seven pages of these pictures appear in the current issue of "Life." On the front cover, Captain Nemo and members of the fabled Nautilus crew appear in Victorian-looking self-contained diving equipment the way Jules Verne imagined them to be.

•

"'Act of Love'," reports Phil Hartung in the March issue of "Woman's Home Companion," "is beautifully photographed in Paris. It has been adapted from the novel 'The Girl on the Via Flaminia'."

•

"Hans Christian Andersen's" dancing star Jeanmaire appears on the delicately colored front cover of "Look's" current issue.

"Jubilee Trail" is represented in the same issue, by an eye-catching ad in full color on a two-page spread.

Also appearing in this issue is a two-page ad on "Beat the Devil" in color. More than half a page of the ad is given over to a listing of theatres in the United States and Canada which will play the film during March.

•

"'Go, Man, Go," reports Ed Miller in the March issue of "Seventeen," "is the kind of a movie during which you slip off your shoes and simply enjoy yourself. It's the warming, true-to-life yarn of the fabulous basketball team whose members are known as the Harlem Globetrotters, and it relates how the team came to be. The Globetrotters play themselves (and if you've never seen them, you're in for a treat)."

In the same issue there is a striking full-page ad on "Red Garters."

•

"Brigadoon's" dancing star Cyd Charisse demonstrates in "McCall's" March issue, how exercise can be fun, when done in dance rhythm. Many full color photographs of Cyd are spotlighted on a two-page editorial spread, illustrating how figure control exercises can be done in time with dance steps.

•

"The Long, Long Trailer" is represented by a striking full color page ad in "Pictorial Review's" February 21 issue, in which Leo, the MGM Lion's 30th Anniversary Celebration is spotlighted.

•

Louella Parson's "Movie Citations" in "Cosmopolitan" for March are: Best drama, "Executive Suite"; Best comedy, "Money From Home"; Best production, "Night People"; Best action, "Riot in Cell Block 11."

•

"The Glenn Miller Story's" star June Allyson is featured in a full color Lustre Shampoo ad which appeared in the February 21 issue of "American Weekly."

WALTER HAAS

Review

"Saskatchewan"

(*Universal*)

READILY merchandisable material fills this Universal release, starring Alan Ladd and Shelley Winters. In addition to the popularity of the stars, "Saskatchewan" offers the pictorial splendor of the Canadian Rockies, in color by Technicolor, and the Royal Canadian Mounted Police in action. These are the ingredients which should insure good box-office results.

The story, which in the main runs to formula lines, introduces a number of new elements, adding sparkle to what otherwise would be a straight action film concerning the Royal Mounted Police and hostile Indians. Interwoven is a mutiny engineered by Royal Mounted Policeman Ladd against a martinet commander, Robert Douglas, who, if it were not for Ladd's rebellion, would have led the Canadian police contingent into an Indian trap.

Shelley Winters, as the romantic interest in the film, handles her role competently, even drawing an occasional chuckle when she ironically pokes fun at predicaments in which she finds herself. But aside from her characterization, she lends the decorative quality of feminine beauty to the film.

The picture opens with Alan Ladd and his Indian friend returning from an outpost, stumbling upon the havoc wrought by hostile Sioux and finding Miss Winters the sole survivor of a wagon train. It develops that the Sioux warriors have left the U. S. to conquer new territory and to win the peaceful Canadian Cree tribe to their side. It also develops that Miss Winters is wanted for murder in the States. Through several neat turns and twists, laden with plenty of action, all the problems are solved in the end and Canadian Mounted Policeman Ladd gets his woman, to the altar.

Others in the cast include J. Carrol Naish, Hugh O'Brian, Robert Douglas, George Lewis, Richard Long and Jay Silverheels. Aaron Rosenberg produced and Raoul Walsh directed from a story and screenplay by Gil Doud

Running time, 87 minutes. General classification. Release, in March.

MURRAY HOROWITZ

Brazil Festival

(*Continued from page* 1)

rejected by the local authorities, who chose festival headquarters as being more satisfactory to press, radio and TV and affording greater protection to the stars from over-enthusiastic fans.

A reception for delegates from all countries as well as Brazilian officials and film executives was held here tonight by Eric A. Johnston, president of the Motion Picture Association of America. Johnston stressed the freedom of the American film market for product from all the countries of the world and emphasized the absence of governmental restrictions and subsidies in the United States.

The first screening in Brazil of "The Robe" was held here last night and was attended by many delegates from foreign nations. The CinemaScope feature was enthusiastically received.

Moulin, ABP in Deal To Make 'Moby Dick'

A co-production deal on "Moby Dick" has been signed by Alfred Crown, president of Moulin Productions, Inc., and Associated British Pictures Corp., Ltd. The film, said Crown, will be given worldwide distribution through Warner Brothers.

Under the terms of the deal, John Huston, director, will start work in June at the ABP studios in Elstree, England. The screenplay will be done by Huston and Ray Bradbury. Parts of the production will be made on location. Gregory Peck will be starred.

Gross Heads S-W Wisconsin Theatres

Stanley Gross, city manager in Appleton, Wis., for Stanley Warner Theatres, has been promoted to district manager for the S-W Wisconsin theatres, Alex Halperin, Midwest zone manager, announced yesterday. Gross, who will also supervise publicity, succeeds Harry Mintz, who resigned to operate his own theatres.

Streibert

(*Continued from page* 1)

$6,963,600, compared to $3,390,117 during the current year and $7,557,582 last year.

Streibert emphasized that cuts in this year's appropriations had required the agency to stop all production work, and that the agency hoped to get back into production in the new fiscal year. He said that more pictures would be made in foreign countries that have been made there in the past.

The U. S. I. A. chief emphasized the increased cooperation from the motion picture industry, especially in distributing U. S. I. A. films overseas, and said he and film chief Andrew W. Smith, Jr., hoped for more of the same in the future.

Anslinger Warns On 'Dope' Films

BALTIMORE, Feb. 23.—A general rise in narcotics traffic will "inevitably follow" if Maryland rescinds its ban on motion pictures dealing with narcotics, is the warning issued by H. J. Anslinger, Federal Commissioner of Narcotics here.

Anslinger has asked the Legislative Council to carefully study "whether some acceptable standard for prohibiting the exhibition of such films might validly be retained or adopted in Maryland."

His statement was in answer to a letter from Sydney R. Traub, chairman, Maryland State Board of Motion Picture Censors, directing attention to a bill pending in the State Legislature which would limit the censors to suppression of only those films deemed "indecent or obscene."

Return Date for 'Robe'

PORTLAND, Ore., Feb. 23.—"The Robe" will be brought back for another showing at the Hollywood Theatre here. It will also play the Capitol Theatre in Salem, Ore., recently equipped by Forman Theatres for CinemaScope showings.

Pimstein

(*Continued from page* 1)

the condition of both RKO Pictures and RKO Theatres with the view to acquiring control of one or the other. It is claimed that List agreed to pay Pimstein 5 per cent of the purchase price of the shares, purchased directly or indirectly by the defendant, other than in the open market through the efforts of the plaintiff. Pimstein was to be the exclusive representative in acquiring the stock held by Howard Hughes, according to the complaint.

When Hughes decided not to sell the picture company, Pimstein began negotiating for Hughes' interest in the theatres, it is claimed. Pimstein alleges that he met with Hughes' representatives and worked out the details of the purchase. However, List, it is charged, purchased Hughes' 929,000 shares of RKO Theatres stock without Pimstein's knowledge or consultation for $4,412,750. Pimstein claims that List now refuses to recognize the agreement to pay him and that List acquired the shares through the plaintiff's efforts.

Claims Part in Harrison Deal

Pimstein also charges that it was through his efforts that List acquired 29,000 shares of RKO Theatres stock held by the Harrison Theatre and Realty Co., an Indiana corporation. It is understood that a condition whereby Hughes disposed of his shares to List was that the latter purchase the stock owned by Harrison. Pimstein asks $5,437 for his services in List's acquisition of those shares.

Pimstein, now in private law practice, was with the RKO organization for 26 years.

Theatre to Close

CENTRALIA, Wash., Feb. 23.—Twin City Theatres, which owns and operates houses in Centralia and Chehalis, disclosed that the 500-seat St. Helen's Theatre in Chehalis will be closed March 12 and converted to business uses.



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Licensing Plan For Tushinsky Lens Unveiled

Tests at Major Studios As Para. Negotiates

HOLLYWOOD, Feb. 24. — The variable anamorphic lens system, the use of which is now being negotiated by Paramount Pictures, is being made available to the entire industry under licensing agreements, the co-inventor of the system, Joseph Tushinsky of RKO Radio Pictures, told MOTION PICTURE DAILY today.

It was further disclosed that tests are being made for Columbia Pictures as well as other major studios.

According to Tushinsky, the licensing arrangement being offered is designed to give every exhibitor, large or small, an opportunity to utilize the lens' anamorphic facilities whenever practicable. To this end, Tushinsky

(*Continued on page* 4)

Proxy Fight Joined By Decca Board

Decca Records board of directors hit back yesterday at a broadside issued by George L. Lloyd, a former director, who launched a proxy fight, charging Decca president Milton Rackmil with being a "one-third part-time president."

The Decca board in its answering statement called Lloyd's letter to stockholders "half-truths . . . omitting many essential facts." The board continued that "the business of Decca continues satisfactory with a very favorable outlook."

In his letter to stockholders, in preparation for Decca's annual meeting April 13, Lloyd referred to Rack-

(*Continued on page* 7)

Extend Divestiture Time for AB-PT

WASHINGTON, Feb. 24.—The Justice Department has agreed to give American Broadcasting - Paramount Theatres a six months' extension on two important divestiture deadlines.

The department agreed to extend from March 1 to Sept. 3 the deadline for AB-PT to finish selling theatres it was required under the consent decree to sell its Interstate Circuit. Originally the company was to have

(*Continued on page* 7)

SCTOA Accepts Bid To Arbitration Meet; Would Mull Rentals

HOLLYWOOD, Feb. 24.—Harry C. Arthur, Jr., chairman of the Southern California Theatre Owners Association, has formally accepted the invitation of Eric Johnston, president of the Motion Picture Association of America, to attend the proposed meeting to consider the setting up of an industry arbitration system.

In accepting the invitation, Arthur expressed the opinion that many phases of film-rental procedure could properly be included in the agenda of the meeting, even though the subject

(*Continued on page* 7)

Allied Stock Buy Plan Up to Board

A plan under which Allied States members may pool their stock interests in one or more distributing companies for the purpose of gaining a voice in production policies will be submitted to Allied's board of directors at a meeting in the Warwick Hotel here today. The board meeting is a continuation of the sessions held in Cincinnati earlier this month.

A committee, appointed by the directors at the Cincinnati sessions, met here yesterday and devised a stock-

(*Continued on page* 4)

C'Scope Policy

MAY CHANGE U.K. RELEASE PATTERN

Skouras Decides to Sell Away from Rank in Stereophonic Impasse

By PETER BURNUP

LONDON, Feb. 24. — The entire release and film booking pattern throughout Britain may be disrupted in consequence of the stalemate between J. Arthur Rank's theatre operations here and 20th Century-Fox over mandatory stereophonic sound installation for CinemaScope exhibition.

John Davis, managing director of the Rank Organization, persisted, during two nights of discussions with Spyros Skouras, 20th Century-Fox president, in his resistance to any stereophonic sound installations beyond the 75 theatres for which the Rank Organization already is committed.

Davis offered to continue to equip additional theatres with CinemaScope essentials other than the stereophonic sound but Skouras forthrightly refused to concede anything on that basis.

Thereafter Skouras decided 20th-

(*Continued on page* 4)

Ready Industry TV Pilot Film Soon

The pilot film for "Invitation to Hollywood," the new title of the projected television series to promote the motion picture industry, will be ready within a week or 10 days, it was disclosed here this week by Robert Weitman, vice-president of American Broadcasting-Paramount Theatres.

Weitman, who recently returned from a trip to the Coast, said the outline of the program has won the approval of studio heads there. He went on to say that the pilot film will be completed before negotiations are opened with the American Federation of Musicians regarding the series, which has been the subject of many delays since it was approved in principle by the Motion Picture Association of America and the American Broadcasting Co., a division of AB-PT.

The ABC vice-president in charge of talent and programming added that with the exception of the AFM, other

(*Continued on page* 4)

End of An Era

Electronics' Survey Finds TV's Novelty Period Over

WASHINGTON, Feb. 24.—The novelty period of television is over and Americans are returning to their normal recreational habits, according to a study released by the Radio-Electronics-Television Manufacturers Association.

The study was the fifth annual report on the effects of television, made by Jerry N. Jordan for the RETMA sports committee. Jordan is with N. W. Ayer and Son in Philadelphia.

Jordan predicted steady increases in income for motion pictures, sports, radio, newspapers, magazines and general entertainment. "As television passed out of its novelty period in most of the nation during 1953," he said, "nearly every industry it was supposed to hurt turned upward in income." Motion pictures. he stated, "were climbing again after a temporary decline."

Gloomy prophecies of the long-term

(*Continued on page* 4)

Harrison Fills 20th Western Sales Post

The temporary appointment of Alex Harrison, 20th Century-Fox home office representative, to the post of Western sales manager for the company was disclosed here yesterday.

A decision on a permanent appointment. will. be. made shortly with the return here from Miami of Al Lichtman, distribution director, it was added. In the meantime, Harrison will fill the post formerly held by Edwin W. Aaron, who died last Saturday.

COMPO Tax Drive Moves Into High Gear

WASHINGTON, Feb. 24.—The Council of Motion Picture Organizations is ready to throw its admission tax relief campaign into high gear early next week, it was learned.

The COMPO Tax Committee is worried that the House Ways and Means Committee will move faster than originally suspected in acting on

(*Continued on page* 7)

Hillside Seeks New Rentals Case Trial

A motion to vacate the judgment dismissing the suit brought by the Hillside Amusement Co. against major distributors for alleged film rental discrimination will be made in New York Federal Court today. If If successful, the case would be retried.

The action was the first film case

(*Continued on page* 7)

Personal Mention

MURRAY SILVERSTONE, head of 20th Century-Fox International, will return here by plane on Saturday from England.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, and SAM BEKERIS, UA Latin American supervisor, returned here yesterday from a tour of Latin American branches.

•

AMERICO ABOAF, Universal International Films vice-president and general manager, will leave here by plane at the weekend for Puerto Rico and South America.

•

DOUGLAS AMOS, of Lockwood & Gordon Theatres, has been supervising the Webb Playhouse, Wethersfield, Conn., during the Florida vacation of William H. Daugherty.

•

TED HOLT, on the engineering staff of Loew's Poli-New England Theatres, has resumed his duties in Connecticut and Massachusetts after an extended New Haven Hospital stay.

•

EMERY AUSTIN, M-G-M exploitation director, has been confined to his home with flu during the past few days.

•

WOLFE COHEN, president of Warner International, will leave here tomorrow aboard the "Queen Mary" for London.

•

CURTIS BERNHARDT, director, arrived in New York yesterday from England and will leave here today by plane for Hollywood.

•

KENNETH C. DIMICK has been named manager of the Nugget Theatre, Hanover, N. H., replacing the late ARTHUR C. BARWOOD.

•

REX HARRISON and LAURENCE HARVEY will leave New York by plane on Saturday for Europe.

•

WALTER WANGER has returned to Hollywood following a swing through seven key cities of Texas.

•

NEVILLE BRAND, now in Boston, is due in Hartford at the weekend, after which he will return to Hollywood.

•

CHARLES LEVY, Eastern publicity director for Walt Disney, is in Indianapolis from here.

•

BOB DORFMAN, Eastern publicity representative for Walt Disney, is in Nebraska from New York.

•

SAM ROSEN, of Lockwood & Gordon Theatres, Hartford, has left there for a vacation in Florida.

Redstone Plans Drive-In

BOSTON, Feb. 24.—Michael Redstone, president of Redstone Drive-in Theatres, has revealed plans for a new 900-car drive-in in Arlington, Va. Construction is to start in mid-March for a mid-June opening.

"Miller Story" Sets All-Time U-I Records

Opening in almost 200 cities over the Washington's Birthday weekend, "The Glenn Miller Story," Universal-International's Technicolor musical, has rolled up receipts surpassing everything in the 40-year history of the company, Charles J. Feldman, vice-president and general sales manager, discloses.

In first week engagements, the "Miller Story" grossed $30,000 at the Palace in Cleveland; in Buffalo, $32,000 at the Lafayette; at the Fulton, Pittsburgh, $30,000; at the Madison, Detroit, $34,000; at San Francisco's Golden Gate, $31,000; at the Hippodrome, Baltimore, $22,000 is sighted, and at the Radio City, Minneapolis, $33,000 is indicated.

At the Capitol here, it did $91,000 in its second week; at the Chicago Theatre, Chicago, $60,000; and at the Upton, Tower, Fairway and Granada in Kansas City, $25,000.

Boston Business Big On Holiday Weekend

BOSTON, Feb. 24.—The Washington Birthday weekend was one of the biggest from the standpoint of box-office grosses registered in downtown Boston since the war years.

The return of Walt Disney's "Pinocchio" at the Keith Memorial Theatre got off to a smash start on the previous Wednesday and, aided by excellent weather, will probably roll up a nifty $30,000 for its first week. Although it will not set a record for gross, as "The Robe" at advanced prices holds the highest money mark in the history of the house, "Pinocchio" has established a record for attendance. It is in for two weeks, when "The Glenn Miller Story" is due.

The Martin and Lewis film, "Money From Home," at the Metropolitan also had an excellent first week over the holiday weekend. Other first runs, helped by the overflow from these spots, did well.

Name Clark Director

BOSTON, Feb. 24.—Lloyd Clark, an official of Middlesex Amusement Co., Malden, Mass., has been named a director of the executive board of Independent Exhibitors, Inc. of New England, an affiliate of national Allied. Francis Perry, a past president of the organization and owner-operator of the Orpheum, Foxboro, Mass., was elected an honorary member. Meanwhile, the Weymouth Theatre, Weymouth Landing, Mass., now operated by Ray Feeley, has been added to the membership of Independent Exhibitors.

Chamie in Legion Post

HOLLYWOOD, Feb. 24. — Al Chamie, of the Association of Motion Picture Producers' staff, has been named chairman of the National Labor Relations Committee of the American Legion. Chamie is assistant to Charles Boren, AMPP vice-president in charge of industrial relations.

FCC Current on TV Applications

WASHINGTON, Feb. 24.—The Federal Communications Commission said it is currently processing applications for new television stations.

Only 298 applications are now outstanding, the FCC said, adding that almost all of these were involved in competitive contests. Of these, 185 have already been set for hearing, are in hearing or have finished hearings, according to the commission.

Todd-AO Process Is Shown to Goldwyns

James Mulvey, president of Samuel Goldwyn Productions, accompanied by a number of Goldwyn representatives, recently saw a demonstration of the Todd-AO process in Buffalo, it was stated here yesterday.

Mulvey's attendance at a Todd-AO demonstration came on the heels of similar demonstrations for other top film executives, with further special showings for industry officials slated in the future. Accompanying Mulvey on his trip to Buffalo were Mrs. Francis Goldwyn, wife of the producer; Samuel Goldwyn, Jr., and Gordon Sawyer, sound technician of the Goldwyn studio.

"Riot" Business Good In Michigan Theatres

HOLLYWOOD, Feb. 24.—"Riot In Cell Block 11" business during its first three days in the Michigan area will result in 100 per cent holdovers in all houses, Harold Mirisch, Allied Artists vice-president, was advised here by Nathan Levin, Detroit branch manager.

The first three days gross at the Broadway Capitol in Detroit was $15,940, while at the Lansing Gladmer, the opening day gross was $3,400; $4,200 was recorded for the first three days at the State in Ann Arbor, and $3,900 at the Capitol in Jackson, according to Mirisch.

Larkin to Indonesia

Alan Larkin has been appointed M-G-M manager of Indonesia, it was announced by Morton A. Spring, first vice-president of Loew's International. He replaces Abdul Wahab, who recently resigned. Larkin has been with M-G-M since 1941, recently managing the Perth branch of the company in Australia.

Aid's Cancer Crusade

Appointment of Alan Jackson, story and play editor of Paramount Pictures, as chairman of the motion picture division for the April Cancer Crusade has been announced by John Reed Kilpatrick, president of the New York City Cancer Committee.

Resigns Cuban Post

Pedro Saenz, RKO Pictures general manager in Cuba, has resigned to devote his attention to other interests. He had been with the company since the office was opened in Havana in February, 1939.

Kupper Retires from Fox End of March

LONDON, Feb. 24.—William J. Kupper, managing director for 20th Century-Fox here since 1947 and associated with the company in executive sales capacities since 1919, will retire from the company at the end of March.

Kupper's duties will be taken over by J. F. Pattinson, who has been director of sales here for 20th-Fox since 1946 and who has been associated with the company since 1931. Pattinson will work under the supervision of Albert Cornfield, 20th-Fox's managing director for Continental Europe, who maintains headquarters in Paris.

Columbia Personnel Here Get New Pact

A new contract covering salaries and working conditions for home office personnel of Columbia Pictures and Columbia Pictures International has been agreed upon between the Columbia management and the Home Office Employes Union, Local H-63.

It is reported that the salary increases involve a $4 boost for workers receiving up to $37 weekly; $5 on salaries up to $50 and $5.50 for those receiving more than $50 a week. Election Day, Columbus Day, Lincoln's Birthday and Armistice Day were designated as half-holidays.

The new pact is retroactive to Oct. 29 and will expire on August 31, 1955, in order to bring the expiration date in line with that of other major distributors in New York.

Fonda, Ford Signed For 'Mr. Roberts'

BURBANK, Feb. 24. — Jack L. Warner, executive producer, announced after a conference with Leland Hayward that Henry Fonda has been signed as star and John Ford as director of Warner Bros.' forthcoming CinemaScope production of Broadway's stage hit, "Mr. Roberts," which Hayward will produce. Fonda will star in the title role he created on the stage.

'Miami Story' Debut At Site Of Locale

Columbia has completed arrangements for the world premiere of the Sam Katzman production, "The Miami Story," on April 1, in Miami, where all of the location sequences were filmed.

The stars, Barry Sullivan and Adele Jergens, are set to launch a public appearance tour in conjunction with the Miami opening.

"Squad" Bows Tomorrow

Columbia's "Combat Squad," will have its first New York showing at the Fox Theatre, Brooklyn, tomorrow. John Ireland and Lon McCallister are starred.

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Electronics

(*Continued from page 1*)

effects of television on motion pictures and other entertainment and recreation industries have not come true for two reasons, Jordan asserted. One reason, he said, is the enormous increase in time and labor-saving devices since World War II, which has created more leisure time for recreation. The other reason, he continued, is the courage and creative ability of the men in other branches of the entertainment industry, who have found ways to live with and even to profit by television.

Points to New Media

Specifically on the subject of the motion picture industry, Jordan said that even while the industry closed thousands of old theatres, it was modernizing others and constructing thousands of new drive-ins. It also produced Cinerama, CinemaScope and 3-D, he pointed out. He said 135 pictures grossed over $1,000,000 each in 1953, chalking up $311,950,000. In 1952, he stated, only 119 pictures were in this category with a total take of $253,510,000. His report emphasized that "The Robe" has become the greatest single box-office attraction in the history of entertainment, with an estimated potential record-breaking gross of $20,000,000 to $30,000,000.

"The obvious fact is this," Jordan said. "Today, people demand better entertainment. When they get it, they go. When they don't, they stay home."

Immediate prospects for theatre television, according to Jordan, "are for steady, but not spectacular growth, as home TV creates more fans. The hope of large-scale expansion may come true when big special events can be carried in true-to-life color."

Loew's International Awards Announced

The second annual "M-G-M Hall of Fame" awards of Loew's International have been announced here by Morton A. Spring, first vice-president. Honors for 1953 went to Stewart Granger, "star of the year"; Abraham Gotfried, M-G-M manager of Thailand, "distributor of the year"; and Gustave Zelnick, manager of the Metro Theatre, Cairo, "exhibitor of the year."

Stewart Granger was chosen "star of the year" because of returns on "The Prisoner of Zenda," "Scaramouche" and "Young Bess." Gotfried was selected because he led the M-G-M office in Thailand to first place in the Loew's International quota standings. Zelnick was honored for his enterprise and efficiency as theatre manager.

Taylor Again Heads Canadian Pioneers

TORONTO, Feb. 24.—Nat Taylor, president of 20th Century Theatres, has been reelected president of the Canadian Picture Pioneers.

Morris Stein, of Famous Players Canadian Corp., was elected vice-president, while manager Tom Daley of Famous Players' University Theatre here was reelected secretary-treasurer.

C'Scope Policy in U.K.

(*Continued from page 1*)

Fox will go its own way here, dropping the traditional release through Rank and will, instead trade in the open and independent market.

"The Robe" and "How to Marry a Millionaire" will play the 75 Rank theatres already contractually committed but thereafter their bookings here will be on a free-for-all basis. Skouras maintains that the new screen techniques demand a revolutionary revision of the release pattern here, claiming that CinemaScope creates an entirely new patronage for theatres.

He declares also that this offers a challenge to independent exhibitors who are able to see the opportunity it provides.

Skouras said there have been far-reaching discussions in financial circles which are now prepared to extend three years credit to exhibitors on an insurance basis to finance installation of full CinemaScope equipment with stereophonic sound. He insisted, though, that the arrangements are solely a matter between exhibitors and the equipment makers. The latter, it was learned from other sources, are urgently pursuing the proposals with the probability of the formation of a financial corporation.

When officially announced, the policy undoubtedly will cause repercussions throughout the trade, in view of the outdated release pattern and restrictive clauses prevailing, which enterprising showmen have long opposed. Policy-makers within Cinematograph Exhibitors Association, who are mainly independents, declined to comment today on the new developments but privately admitted that the formation of a financial corporation extending credit to exhibitors on equipment installations drastically alters the whole situation and challenges the position of circuit booking.

Much clearly depends on CEA's decision following Rank's committal to install no more stereophony in his theatres. The former, at this moment, maintains that it will go its own way and disdain direction from the outside on how to run its theatres.

However, with M-G-M and, possibly, Warners lining up here with 20th-Fox on the stereophony issue, a product shortage looms ahead and clearly anything may happen within the next few days. Nevertheless it is clear that Skouras has unsnarled the release pattern here, giving enterprising independents freedom from the present barring clause restrictions. But most theatremen here are electing to stand on the sidelines, saying: Let the titans fight it out while the minnows watch and make up their minds afterward.

Skouras, recently back here from Zurich, where he conferred on Eidophor developments, flew to Paris today. He will return here for Monday's premiere of "Beyond the Twelve-Mile Reef," leaving for America by plane on Tuesday.

In-Car Heaters Allow Early Outdoor Start

COLUMBUS, Ind., Feb. 24. — Many otudoor theatres plan early openings through the installation of in-car electric heaters, Gordon T. Ritter, electric housewares sales director of Arvin Industries, Inc., said.

Ritter, whose company last fall introduced a portable electric fan-forced heater designed for drive-in theatre use, said many operators plan on opening 15 to 45 days earlier this year than in previous years.

"Outdoor theatre people in states north of the Mason-Dixon line, who are now installing in-car heaters, tell us they plan on early March openings this year where before they couldn't get underway until mid-April," Ritter commented. "Early reports from other operators in balmier climates indicate that they were able to stay open uninterruptedly this fall and winter on a profitable basis after equipping with heaters."

New Reade Drive-in Near Atlantic City

Purchase of a tract of land on Absecon Blvd. near Atlantic City for the construction of a 1,000-car drive-in theatre and a recreation center including a swimming pool was announced here by Walter Reade, Jr., president of Walter Reade Theatres.

Reade said that the drive-in would have the latest innovations, in-car heaters, a play area for children and the new type screen which permits shows to start two hours earlier that usual.

More CinemaScopes For Foreign Market

More than 1,000 theatres in Latin America, Europe, Asia, Africa and Australasia will be equipped to show CinemaScope films by mid-April, with 700 orders currently being processed by manufacturers of CinemaScope equipment, 20th Century-Fox said yesterday.

Installations in the foreign field are keeping pace with the orders as initial engagements of "The Robe" and "How to Marry a Millionaire" in principal cities abroad keep setting new records, the company said.

Demonstrations of the process are continuing in South America. CinemaScope will also be introduced in Indonesia in the next few weeks while in major Latin American cities CinemaScope has regular engagements of "The Robe," 20th-Fox said.

Kodak Net for '53 Up to $50,171,153

ROCHESTER, Feb. 24.—Pre-tax earnings of Eastman Kodak Co. for 1953 were $133,449,168, the largest on record, and six per cent above the $126,288,192 for 1952, the company reported today.

Consolidated net earnings, the third highest to date, were $50,171,153, or 10 per cent above 1952, when the figure was $45,803,851. The 1953 earnings were equal to $2.86 a share, compared with $2.74 a share for the previous year. Earnings per share were reduced by 12 cents as a result of the five per cent stock dividend paid in May, 1953.

Tushinsky

(*Continued from page 1*)

said, projection lenses will be offered exhibitors on three different plans.

Lenses will be sold outright to large theatres in most cases, it was stated, in addition to being made available on a rental basis. Finally, in "hardship cases," it was added, the lenses will be furnished gratis for as long as the extent of the exhibitors' hardship warrants. Lenses will sell, outright, for something less than $1,000 per pair, with the price dependent on the volume, it was stated.

Regarding the tests, it was stated that especially fine results are being obtained with footage shot with M-G-M's Metroscope camera, which obtains a materially extended aperture width by eliminating three of the usual four sprocket holes and placing the remaining hole in the base line. But standard Mitchell 35mm. cameras are giving complete satisfaction, as was demonstrated last week at the RKO studio for the Society of Motion Picture and Television Engineers.

Allied Stock

(*Continued from page 1*)

pooling-acquisition plan, details of which will be withheld until after the board considers it. Abram Myers, Allied chairman and general counsel, said here yesterday that the board is free to accept the plan, reject, modify it or draw up a new one.

Myers said that there was no agenda for today's board meeting. The directors will, besides considering the stock plan, discuss unfinished business left over from the Cincinnati meeting. Myers declined to specify what these issues might be and would make no comment on the possibility that the board may take some action on the bid for an arbitration conference issued by Eric Johnston, president of the Motion Picture Association of America.

Industry TV Pilot

(*Continued from page 1*)

talent guilds have worked out an agreement on the program with ABC-TV. The program, originally titled "Hollywood Parade," will feature clips from current film attractions in theatres, in addition to screen personalities.

Weitman also reported that meetings with studio heads and ABC-TV officials are continuing on the Coast on the network's plan to develop young screen talent through featuring such talent periodically on ABC-TV programs.

Three Films Started; 17 Before Cameras

HOLLYWOOD, Feb. 24. — The studios here started four pictures last week and finished shooting two others, bringing the total of films in camera stage to 17 at the weekend.

The new undertakings are: "The Country Girl," Paramount; "The Big Top," Wallis-Paramount; "Two Guns and a Badge," Allied Artists, and "Those Reported Missing," Columbia.

"Bridge at Toko-Ri," Paramount; and "Lucky Me," Warners, are now in the cutting rooms.

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Canadian Theatres Pay $6,667,475 Tax

TORONTO, Feb. 24.—Few exhibitors of Ontario recognized a revenue item of $6,667,475 in the annual financial report tabled in the Provincial Legislature here by Premier L. M. Frost as the year's returns for the amusement tax.

The record-breaking figure appeared under the official title of "Hospitals Tax," which is not a levy on such institutions but on patrons of places of amusement. The revenue is earmarked for the hospitals but the lion's share is derived from the motion picture theatres of the Dominion.

Telemaster Sets Pay $10 Monthly Average

HOLLYWOOD, Feb. 24.—An average of $10 a month is being spent by Palm Springs residents for Telemeter reception of new pictures, according to Carl Leserman, Telemeter president.

The programming experiments started on Nov. 28 with 71 sets connected with Telemeter, with the number rising to 148 as of Jan. 30. A check of the community indicates that between 80 and 90 per cent of all TV set owners in Palm Springs will subscribe to Telemeter eventually, Leserman said.

Leserman stated that the $10 average was a much higher figure than was expected originally. In addition to football games, the programs have consisted of pictures from Warner Brothers, M-G-M, United Artists, Republic and Paramount. Set owners pay $1 per picture.

Defense Dept. Short Shown to D.C. Press

WASHINGTON, Feb. 24.—A new Department of Defense short subject dramatizing the role of women in the Armed Services received its first press showing at the Motion Picture Association's Academia Theatre here yesterday.

The film, entitled "The Price of Liberty," was made with the cooperation of the Council of Motion Picture Organizations and will be distributed with COMPO cooperation to theatres starting March 26. The film was made by Warner News for the Defense Department.

Barbara Stanwyck To Variety Meeting

HOLLYWOOD, Feb. 24.—Barbara Stanwyck will represent the production community at the Variety Clubs International 18th annual convention to be held in Dallas, March 24-25, it was announced by the Hollywood Coordinating Committee.

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Reviews

"Dangerous Mission"

(RKO Radio)

THE magnificent scenic background of Glacier National Park, photographed in color, saves this film from mediocrity. The views of the Rocky Mountains probably will be found more exciting than the chase melodrama, starring Victor Mature and Piper Laurie, aided by Vincent Price, William Bendix and Betta St. John in supporting roles. An avalanche and a forest fire add to the qualities with which Mother Nature has endowed the picture.

The screenplay by W. R. Burnett and Charles Bennett, from an original story by Irwin Allen, who also produced, concerns the predicament of Miss Laurie, bookkeeper in a New York night club who is witness to a gang world murder. To escape, Miss Laurie runs away to Glacier National Park, where she gets a job in a hotel. Following her are Price, a smooth-talking gunman assigned to murder her, and Mature, a plainclothesman assigned to protect her and get her back to New York.

In the course of doing his duty, Mature falls in love with Miss Laurie, and Price complicates his mission by dallying with Miss St. John, an Indian girl who also works at the hotel. The final sequence, wherein Mature and Miss Laurie pursue Price and his willing hostage, Miss St. John, across some wild mountain territory, is chock full of elemental suspense and ends quite satisfactorily.

The principals all look well and perform their chores acceptably under the direction of Louis King. Bendix is seen as a park ranger who assists Mature and Miss Laurie. Minor roles are played by Steve Darrell, Harry Cheshire, Walter Reed and others.

Running time, 75 minutes. General classification. Release date, March 6.

"Genoese Dragnet"

(I. F. E.)

A WELL-TOLD story of kidnapping and extortion which reveals interesting sidelights about Italian law and court procedure, "Genoese Dragnet" should also find patrons in the art houses, as well as among the Italian language audiences. However, despite excellent editing, the running time of one hour and forty-five minutes is too long to hold interest in a picture of this type.

Innocently involved in the abduction and death of an infant, and the crime of extortion from the baby's parents, is a struggling mechanic who rents the criminals his truck for some extra money. When he realizes too late he's been part of the crime he goes in search of the man who contacted him. He finds him and wants to take him to the police, but a small fortune in bribery keeps him quiet.

The police have about given up their search when a district attorney reopens the case and after careful investigation discovers the mechanic and his new-found wealth. Though he tells the complete story of his involvement, the circumstantial evidence against him assumes his guilt. His lawyer then goes on an extensive investigation and logically and convincingly discovers the true criminals.

Charles Rutherford is excellent as the innocent mechanic. A haunting musical background, somewhat similar to "The Third Man" theme, increases the mood of the film which is directed by Guido Brignone from a story by Gaetano Loffredo. It is a Fortunato Misiano Production for Romana Film.

Running time, 105 minutes. General audience classification. For February release.

Legion Classifies 17; Four in 'B,' 13 in 'A'

"Hell's Half Acre," "New Faces," "Red Garters" and "Rhapsody" have been placed in Class B in the latest listing of the National Legion of Decency, which at the same time classified 13 films as Class A.

In Class A, Section 2, are "Appointment for Murder," "Elephant Walk," "Loophole," "The Naked Jungle," "Overland Pacific," "Riot in Cell Block 11" and "Saskatchewan." The remaining six pictures, all in Class A, Section 1, are "Battle of Rogue River," "The Creature of the Black Lagoon," "Hell and High Water," "Killers from Space," "Pride of the Blue Grass" and "Yukon Vengeance."

Conn. Drive-Ins to Open Season Now

HARTFORD, Feb. 24.—The Connecticut drive-in theatre season gets underway tomorrow with Turnpike Theatre Corp., scheduling a weekend policy at the Pike Drive-in, Newington, Hartford suburb, through mid-March. Opening bill consists of UA's "Sabre Jet" and "Gun Belt."

Brandt Expansion Takes in Rialto

Continuing its policy of expansion, Brandt Theatres has acquired the Rialto Theatre here on Broadway from James Mage, who operated it under lease from Arthur L. Mayer, it was stated here yesterday.

A Brandt circuit spokesman said the new policy for the house will be announced when Harry Brandt, president, returns in about two weeks from a vacation. Brandt Theatres, which now owns four first-run Broadway houses, recently purchased 18 New Jersey theatres of the St. Cloud Amusement Corp., in addition to a number of New York neighborhood theatres.

U.A. Acquires Rights To 'White Mane'

United Artists has acquired for distribution in the United States and Canada William L. Snyder's "White Mane," now in its 10th week with UA's "Heidi" at the Little Carnegie Theatre here.

The two films are being sold as a program "package."

4 Rows of Drive-In Outlawed by Zoning

PHILADELPHIA, Feb. 24.—When Robert Baronoff built the new $90,000 Morrisville Drive-In in Falls Township, Pa., he did not know that the last four rows of the theatre are located in Lower Makefield Township, which has ruled the drive-in illegal under that township's zoning laws.

Attorneys for Baronoff are appealing the Lower Makefield board of adjustment ruling in the Bucks County Court of Common Pleas, contending that the decision is a deprivation of property without compensation and without due process of law.

Hits 'Portable' TV For Theatre Use

A warning that so-called "portable" theatre TV equipment, said to have originally been designed for bars, grills and hotels, is "not suitable" for theatres was sounded here Tuesday by Nathan L. Halpern, president of Theatre Network Television.

Halpern, who said TNT has recently conducted "an exhaustive inquiry into theatre TV equipment," hit sets which he said are "not standard theatre TV equipment." Declining to name the sets, Halpern said they were developed four and five years ago for bars, grills and hotels and "have been dusted off . . . and reoffered as small theatre equipment." He acknowledged that there are some specially built sets for small theatres which he called "marginal" for some theatre TV events.

The TNT president said that there are 112 theatre TV sets in the country, exclusive of the nine sets recently purchased by circuits. In addition, he went on, there remain in the manufacturer's inventory less than 20 standard theatre TV sets of RCA and General Precision Laboratories.

"Robe" Sets Records In 605 Playdates

20th Century-Fox's "The Robe" set a playing time record of 1,700 weeks in 605 first domestic and Canadian playdates at an average of 3-weeks per engagement, the company reported.

The first CinemaScope production, which starts a return Broadway engagement Saturday at the Globe Theatre, ran up the score during the first 17 weeks of its release and grossed in excess of $20,000,000, the company said.

Wein Re-elected

CLEVELAND, Feb. 24.—John C. Wein was reelected president of Local B-5, IATSE, for another two-year term. Other officers are: vice-president, Frank DeFranco; recording secretary, Oscar Edelman; financial secretary and treasurer, Harry Lyman.

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SCTOA

(*Continued from page* 1)

has been excluded. In his letter of acceptance, Arthur said, in part:

"We can well understand that the distributor may not want to subject to arbitration the ultimate amount of film rentals to be paid him, but we believe there are many issues in connection with film rentals that may very properly serve as a basis for arbitration . . .

"For instance, relationship of film rentals to admission prices, and the extent to which the distributor or exhibitor may go in relating the two, may very easily form the basis for arbitration if the parties feel that either one or the other is taking undue advantage or is in violation of law."

Al Hanson, of the SCTOA board of directors, and association counsel will attend the meeting with Arthur.

All But Allied Have Responded to Bids Now

All of the exhibitor organizations with the exception of Allied States have now replied to the invitation sent out by the Motion Picture Association of America to participate in a new industry arbitration conference.

Theatre Owners of America and Independent Theatre Owners Association of New York previously accepted the invitation and Metropolitan Motion Picture Theatres Association, also of New York, said it would attend the sessions, if held, as an observer.

The Allied board of directors, meeting here today and tomorrow, may respond to the invitation but it is believed unlikely that Allied will participate, due to the exclusion of film rentals from the projected arbitration discussions.

The MPAA invitations suggested that a date for the first arbitration conference be set within 60 days from the time the bonds went out, which would make it some time in early April.

Building Drive-in

HARTFORD, Feb. 24. — Jacob Asadorian is building a drive-in with a capacity for 1,000 cars at Lowell, Mass., to be known as the Wamesit Drive-in. Asadorian recently sold his Manchester, N. H. drive-in to the Yamins Circuit.

Suspects Design In Immoral Trends

WASHINGTON, Feb. 24.— Rep. Price (D., Ill.) said he wondered whether "the objectionable movies, obscene literature and poor taste we find in so many fields of entertainment could well be a planned operation of subversive elements."

Price expressed his concern as he inserted in the Congressional Record a recent speech by John J. Griffin, vice-president of the United Bank and Trust Co. of St. Louis, in praise of the efforts of the National Legion of Decency to maintain moral values. Griffin declared that Communist leaders know the best weapon they can use to destroy America is to destroy the moral fiber and character of its people. Price said he had long held this view.

Child Without Adult Barred in O. House

CORTLAND, O., Feb. 24. — Children unaccompanied by an adult will not be admitted at any time to the Cortland Theatre here in accordance with a new policy instituted by Irving Field, manager. Field stated that he put the new policy into effect in order to protect his adult patrons, whose support, he said, has increased as a result.

Compo Tax

(*Continued from page* 1)

the admissions and other excises, and hence is mobilizing exhibitor pressure. Delegations of exhibitors will start arriving here early next week to contact Congressmen, and other means will be exploited to bring the industry's case to the committee's attention and to the attention of Congress generally.

The Ways and Means Committee is scheduled to finish its voting tomorrow on the technical tax revision bill, and most likely will move into the excise question early next week. An excise bill could be produced in several days, it is believed.

10 Per Cent Cut Certain

A cut in the admission tax to 10 per cent is almost certain to be approved by the committee. However, the industry faces an uphill battle in its efforts to get any greater relief than that.

Republican members of the committee are counting on substantial excise cuts as an argument to forestall Democratic attempts to increase personal exemptions.

Extend AB-PT

(*Continued from page* 1)

sold 76 theatres. So far, 61 have been disposed of.

Postponed from March 3 to Sept. 3 was the deadline for AB-PT to finish all its other required divestitures. The New York court in March, 1952, gave the company until Sept. 3, 1953, to sell or dissolve joint interests in 181 other theatres. This deadline was later set back to March 3, 1954, and now has been set back to Sept. 3. Justice officials said about 45 theatres still must be divested.

The Department also postponed from March 1 to Aug. 31 the deadline for Stanley-Warner Theatres to sell theatres in Troy, Albany and Johnstown. These three theatres were over and above those listed in the original Warner decree, and had to be sold following the Fabian acquisition of Stanley-Warner because Fabian and Warner controlled first-run exhibition in those towns.

Hillside

(*Continued from page* 1)

which sought to apply to film licensing the Robinson-Patman Act, which prohibits price discrimination on commodities. Hillside, which operates the Mayfair Theatre, Hillside, N. J., claimed that rentals charged for comparable pictures in Warner Brothers theatres in New Jersey were lower than those asked for product at the Mayfair.

The suit was dismissed after several weeks of trial.

RKO Drive Winners Named by Boasberg

Charles Boasberg, RKO Radio general sales manager, has announced that Jack Labow, Canadian district manager, was winning district leader in the billings drive concluded recently.

Branch managers who were declared winners from each district were Ralph Williams, Oklahoma City, Southwestern; R. H. Lange, Portland, Ore., Western; J. G. Chinnel, Buffalo, East Central; Harry Cohen, Montreal, Canadian; Ira Stone, Atlanta, Southeastern; Ray Nolan, St. Louis, Midwestern; M. M. Rosenblatt, Omaha, Rocky Mountains; and Joseph Brecheen, Washington, Eastern.

GPEC Directors Vote Increase On Common

Directors of General Precision Equipment Corp. increased the dividend from 25 cents to 40 cents per share on the company's common stock, payable March 15 to stockholders of record March 5. Previously, dividends on this stock have been 25 cents per share each quarter since 1941.

The board also voted a regular quarterly dividend of 72½ per share on the $2.90 cumulative convertible preferred stock; $1.25 per share on the $5 dividend cumulative preferred stock, series A, 1952, and $1.25 per share on the $5 dividend preference stock, series B, C and D.

The dividends are payable on March 15 to stockholders of record March 5, 1954.

Decca Board

(*Continued from page* 1)

mil as also being president of Universal Pictures, and devoting his major time to that company. He also warned Decca stockholders not to be deceived by Decca's earnings, claiming that they represent mainly dividends and earnings derived from Universal Pictures Co., in which Decca has more than a 60 per cent stock interest.

Lloyd, who was a Decca director until Feb. 11, urged stockholders to join him in ousting the present management. The Decca board, in its response yesterday, charged that Lloyd when he was a member of the board had "for some time made inordinate demands upon the management."

To Oppose Film Carrier Rate Boost

ALBANY, N. Y., Feb. 24.—The Schine Circuit, Smalley Theatres and a group of independently operated houses today will oppose, at a hearing before the Public Service Commission examiner an application by Smith & Howell Film Service for a 10 per cent increase on certain routes between Buffalo, Albany and New York. The Commission declined to grant the increase, effective Jan. 25 last, and suspended the application pending a hearing.

Smith & Howell was permitted a 10 per cent increase in the Albany territory in Jan., 1952; a 10 per cent increase for New York and Buffalo in Jan., 1953, and a 10 per cent increase for Albany in Aug., 1953.

WARNER BROS. TRADE SHOWS MARCH 3

RANDOLPH SCOTT IN "RIDING SHOTGUN"

color by WARNERCOLOR also starring WAYNE MORRIS

with JOAN WELDON • JOE SAWYER • JAMES MILLICAN
CHARLES BUCHINSKY • JAMES BELL • FRITZ FELD
RICHARD GARRICK • VICTOR PERRIN
JOHN BAER • WILLIAM JOHNSTONE
screen play by TOM BLACKBURN
produced by TED SHERDEMAN
directed by ANDRE de TOTH



ALBANY
Worner Screening Room
110 N. Peorl St. • 12:30 P.M

ATLANTA
20th Century-Fox Screening Room
197 Wolton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:00 P.M.

BUFFALO
Motion Picture Operators Sc. Rm.
498 Peorl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Worner Screening Room
1307 So. Wobosh Ave. • 1:30 P.M.

CINCINNATI
RKO Polace Th. Screening Room
Polace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Poyne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Poromount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Poromount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchonge Building
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florido Theotre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyondotte St. • 1:30 P.M.

LOS ANGELES
Worner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vonce Ave. • 12:15 P.M.

MILWAUKEE
Worner Theotre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Worner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Worner Theotre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Oovenport St. • 1:30 P.M.

PHILADELPHIA
Worner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Stor Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 Eost 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gote Ave. • 1:30 P.M.

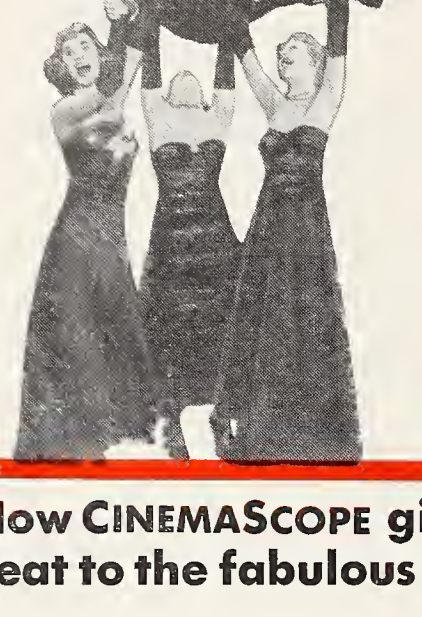
SEATTLE
Modern Theotre
2400 Third Ave. • 10.30 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Worner Theotre Building
13th & E. Sts. N.W. • 7:30 P.M.



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just as Broadway cheered it... with all its songs, stars, dances and fun!

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NEW FACES



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 38 NEW YORK, U.S.A., FRIDAY, FEBRUARY 26, 1954 TEN CENTS

Chides Johnston

Goldwyn Again Urges Code 'Modernizing'

Tells SWG Audience He Awaits MPAA Meeting

HOLLYWOOD, Feb. 25.—Samuel Goldwyn tonight repeated his proposal that the Motion Picture Association of America call a meeting of industry leaders, including producers, to discuss "modernizing" the industry's Production Code.

In an address to the Screen Writers Guild annual awards dinner here, Goldwyn said that Eric Johnston, MPAA president, "assured me when he was in Hollywood last month that he would call a meeting here of all interested producers to discuss the entire question. I have been patiently awaiting his call for such a meeting.

"However, in view of his complete silence up to this moment, I now call on him to let us know whether he will go through with his promise or whether the statement of his companies

(*Continued on page 6*)

Two Pictures Win SWG Annual Awards

HOLLYWOOD, Feb. 25.—"Roman Holiday," an original story by Ian McClellan Hunter and adapted for the screen by Hunter and John Dighton, was voted the "Best Written American Comedy" by the 750 members of the Screen Writers Guild at the sixth annual awards dinner held at the Beverly Hills Hotel tonight.

The Best Written American Drama award was given to Daniel Taradash for his screenplay, "From Here To Eternity" (Columbia), from James

(*Continued on page 2*)

Critics in L.A. Voice Disapproval of 'Line'

HOLLYWOOD, Feb. 25.—Los Angeles newspaper critics today were largely in agreement with the Production Code Administration on RKO's "The French Line," which opened yesterday at two theatres without a PCA seal.

Reviewer Roy Ringer said in the Los Angeles "Daily News," "This

(*Continued on page 6*)

Johnston Refutes Goldwyn on Bid To Code Meeting

An emphatic denial of ever promising to call a mass meeting of interested producers to discuss Production Code changes was issued by Eric A. Johnston, president of the Motion Picture Association of America, in a statement released here yesterday at MPAA headquarters.

Johnston, who is in Sao Paulo, Brazil, attending the Brazilian film festival, was informed of the statement made yesterday in Hollywood by Samuel Goldwyn at the Screen Writers Guild awards dinner.

Declared Johnston: "In our conversation in Hollywood, I certainly made no promise to call a mass meeting of all interested producers to discuss changes in the Production Code.

"The statement by the companies is, of course, in no way a repudiation

(*Continued on page 6*)

2nd London House To Fox for 'Scope

LONDON, Feb. 25. — The Rank Organization has leased the 2,082-seat Marble Arch Odeon Theatre to 20th Century-Fox. This is the second theatre to be taken over here by 20th-Fox in recent weeks, the lease on the Carlton having been acquired from Paramount earlier.

Both theatres will be used by 20th-Fox as showcases for its CinemaScope presentations. "King of the

(*Continued on page 6*)

Allied to Consider Arbitration Bid

The board of directors of Allied States Association today is expected to consider Eric Johnston's invitation to an arbitration conference, but any action on it probably will not be taken until a later date, Abram Myers, general counsel, said here last night at the conclusion of the initial session of a directors' meeting.

Myers said that the reply to the Motion Picture Association of America president would have to be "carefully written and prepared" and would not be ready at this time.

First COMPO Ad Set For Tomorrow in 'Editor & Publisher'

The first of 26 full-page advertisements in "Editor & Publisher," which the Council of Motion Picture Organizations is sponsoring will appear in tomorrow's issue of the publication. The advertising campaign is part of the program designed by COMPO's press relations committee to acquaint the lay press with industry problems.

Headed "Our Newspaper Friends Told Us to Tell You Our Story," the first ad starts off as follows:

"Several of our publisher friends have suggested it would be a good idea for the motion picture industry

(*Continued on page 7*)

Widen Scope

Allied's Stock Plan May End In Proxy Fight

Also Seeks to Exchange Independent Production

Allied States Association will resort to a proxy fight, if necessary, within an existing film company in order to "supplant the present disastrous policies of such company with more liberal policies," it was stated here yesterday by Abram Myers, Allied general counsel, following a meeting of the board in the Warwick Hotel.

The directors devoted most of the day to the consideration of a special committee's plan for independent exhibitors to acquire and pool stock holdings in one or more distribution companies for the purpose of achieving a voice in production quantity and quality.

Myers said that considerable time may elapse before the plan reaches fulfillment. Therefore, he said, it was decided to investigate and encourage

(*Continued on page 6*)

Shift RKO Holders' Suit to Delaware

The RKO Pictures' minority stockholders' motion to block the sale of company assets to Howard Hughes was held in abeyance in New York Supreme Court yesterday following a stipulation by both sides looking to a trial in Delaware beginning March 8.

In Delaware, a similar motion by minority stockholders Schiff and Sacks to block the sale has been filed in chancery court, Wilmington.

Under terms of the stipulation, the

(*Continued on page 6*)

U.S. Delegation to Rio After Festival

By MARTIN QUIGLEY, JR.

SAO PAULO, Brazil, Feb. 25.—Following the close of Brazil's film festival tomorrow the delegates of all countries will leave here for Rio de Janeiro to attend a reception to be given by President Vargas and to witness Rio's annual Carnival, now in progress.

The American delegation will stay

(*Continued on page 7*)

Annual Meet

Loew's Earnings Outlook For 1954 Is Held 'Good'

The trend of Loew's earnings was described as "good" with the second quarter at least as strong as the first, by Charles C. Moskowitz vice-president and treasurer at an overflow annual meeting of stockholders at the home office yesterday.

Moskowitz, in striking the encouraging note, said that the trend applied both to the production and exhibition phases of the company's activities.

The highlights of the meeting, which saw the reelection of all directors, were an optimistic report on CinemaScope, Loew's plan to reduce its pension plan expenditures, an expressed aversion to entering the televison field, and statements on "Gone With the Wind" and "Quo Vadis."

Leopold Friedman, vice-president

(*Continued on page 7*)

Loew's Holders Get 'M. P. Herald' Salute

The salute of "Motion Picture Herald" to M-G-M's 30th anniversary, published in the Feb. 20 issue, was in prominent display at yesterday's annual meeting of Loew's stockholders here.

Copies of the publication were handed to stockholders as they left the meeting.

Personal Mention

MAURICE A. BERGMAN, Universal Pictures executive in charge of public relations, and Eastern studio representative, has returned to New York from Hollywood.

•

MRS. MARIE B. EDDY, cashier at the Paramount Pictures exchange in Albany, N. Y., and a member of the company's 25-Year Club, will be discharged from St. Peter's Hospital, Albany, at the weekend, after undergoing an operation.

•

GEORGE WELTNER, president of Paramount International, will leave England Sunday aboard the "United States," due to arrive in New York Thursday, completing his around-the-world tour.

•

JOHN TURNER, United Artists district manager, was in Buffalo, Gloversville and Albany, N. Y., from Philadelphia.

•

EDWARD R. MILLER, secretary-treasurer of Sevier Theatre Corp., Johnson City, Tenn., has resigned to join Hannah-White Co. as vice-president.

•

TED MENDELSSOHN, of Concordia Pictures, Indianapolis, has left there for Del Ray Beach, Fla.

•

MRS. J. B. WATERS, of the Pine Theatre, Sevierville, Tenn., is in Duke Hospital, Durham, N. C.

•

IVAN TORS, producer, will return to the Coast today from New York.

Rossi in Saenz Post As RKO Cuba Head

Francisco Rossi, who since 1950 has been manager in Panama for RKO Radio, has been named general manager for the company in Cuba, succeeding Pedro Saenz, resigned.

The appointment, which was made by Walter Branson, RKO foreign manager, is effective Monday.

In his new capacity, Rossi will continue to supervise the Panama territory, which includes Central America, Jamaica and Curacao.

David Picker, Son of Loew's Official, Wed

David Victor Picker, son of Mr. and Mrs. Eugene Picker, was married last night at the Waldorf-Astoria Hotel here to Caryl Schlossman, daughter of Mr. and Mrs. Emanuel Schlossman. The groom's father is an executive of Loew's, Inc., in charge of Greater New York circuit operations. The ceremony was performed by Rev. David Putterman, after which the couple left for a honeymoon at Hollywood Beach, Fla.

Republic Dividend Voted

A dividend of 25 cents per share on the preferred stock, payable April 1, to stockholders of record on March 12 was declared yesterday by the board of Republic Pictures.

Continued SBC Check on Film Industry's Trade Practices Promised by Schoeppel

WASHINGTON, Feb. 25.—The Senate small business subcommittee headed by Senator Schoeppel (R., Kans.) will continue to keep an eye on industry trade practices, it was learned today.

The subcommittee has no plans at present for any comprehensive hearings, similar to those held last year. However, subcommittee staff members will continue to check on industry arbitration efforts and on Justice Department efforts to enforce the consent decrees.

The staff will also continue to investigate any exhibitor complaints that it gets, and possibly take the matters up with the Justice Department, according to these reports. It was understood that the staff has been acting on various individual complaints received in recent weeks.

The decision to continue to watch industry trade practices was made by Senator Schoeppel after protests from West Coast and other exhibitors against reports that the subcommittee was about to give up its interest in the industry.

House Group Cuts Funds for USIA, Commerce, Census

WASHINGTON, Feb. 25.—The House Appropriations Committee today vetoed plans for a sharp increase in funds for the government's overseas film program.

In fact, the program might even be cut from present levels as a result of the committee's action.

The committee, reporting out a bill carrying funds for several agencies for the fiscal year starting July 1, cut deeply the funds requested for the United States Information Agency. The appropriations approved were below both the budget requests and current year appropriations.

Had Requested $89,000,00

This year, the U.S.I.A. has $83,417,000 to operate on. The agency had requested $89,000,000 for the year starting July 1. The film program, which had $7,557,582 in the 1953 fiscal year, is operating on only $3,390,117 this year. It had sought $6,963,600 of the total asked for the agency in the coming year.

The Appropriations committee voted the agency only $75,814,000 for the coming year, a cut of $7,603,000 from this year and a cut of $13,186,000 from the budget request for the new year.

Last year, when Congress cut U.S.I.A. funds, the film program took the biggest percentage cut of any media. One of the reasons, reportedly, for the resignation of J. Cheever Cowdin as head of the film program was his dissatisfaction with the budget cuts. Andrew W. Smith, Jr., now heads the film program.

House and Senate Must Act

The House itself and the Senate must still act on the appropriations bill.

The committee allowed the full $3,100,000 requested for the Justice Department's anti-trust division. It said the amount provided "should be sufficient to continue a vigorous enforcement program with respect to the anti-trust laws." The division has just about the same amount of money to operate on this year.

The committee also vetoed plans for a sizable expansion in the Commerce Department's business and defense services administration. The expansion planned would have included additional personnel for Nathan D. Golden's film section, but the committee denied the Department's request for a 20 per cent increase in administration funds, and voted this division the same amount as it has this year.

A Census Bureau request for $650,000 for spot checks of manufacturing and other business activities was also rejected by the committee.

Hoff Warns Against Sacrificing Quality Stereophonic Sound

OMAHA, Feb. 25. — Asserting that exhibitors should think twice before installing either inferior or underpowered stereophonic sound systems, J. Robert Hoff, executive vice-president of the Ballantyne Co., warned that "when you sacrifice quality stereophonic sound, you destroy the very thing that 20th Century-Fox and other companies and manufacturers are striving for—better sound to attract more patrons to your theatre."

In a statement released today, Hoff said that the entire industry is trying to sell pictures on the new developments and that he could think of nothing which will so effectively destroy what has been built up than mediocre sound. The "terrific" pressure to bring the price down is complicating the situation, Hoff said. Pointing out that Ballantyne's initial package cost $6,000, Hoff said that the package for smaller houses is now $3,195.

'Limit to Lower Prices'

"But there is a limit to lower prices," Hoff stated. "The point is reached where you must sacrific quality sound and it is beyond that point that we do not propose to go. We have adopted the same policy as Fox. When the theatre owner insists on putting in an underpowered stereophonic sound system, we have refused to sell him. Any other policy would be detrimental to the theatre industry.

"I cannot agree with some companies and some over-zealous dealers who recommend and install systems designed for smaller theatres which actually need much larger capacities. The end result is sound that is inferior to the optical sound they are replacing.

SWG Awards

(Continued from page 1)

Jones' novel. The Best Written American Musical honors went to Helen Deutsch for her screenplay "Lili" (M-G-M), from Paul Gallico's story.

The Laurel Achievement, the award which is given to the screenwriter who has contributed the most through the years to his craft and guild, was given to Dudley Nichols, writer of "Prince Valiant," "The Big Sky," "The Bells Of St. Mary," "For Whom the Bell Tolls," "Stagecoach" and "The Informer," by the decision of SWG's 21 board members.

The 1,000 Heritage Press Award for the "Best Written Script of a Motion Picture Adapted From Recognized Classics" was postponed until next year when the prize will be $2,000. The postponement was decided because, in the judge's opinion, no adaptation of a classic this year attained the excellence of "Julius Caesar" and the Shakespeare picture carried no screenplay credit.

For the first time in Guild history, an award was given to the "Best Written Teleplay." The honor was won by Gwen and John Bagni for "The Last Voyage."

The address of the evening was given by Samuel Goldwyn. Awards chairman Ivan Goff turned the meeting over to F. Hugh Herbert, SWG president, who introduced Charles Brackett, Darryl Zanuck, Dore Schary and Don Hartman, all former screenwriters, for award presentations.

Liberty Theatre Case Hearing Postponed

CHICAGO, Feb. 25.—The Liberty Theatre case, in which Louis Philon is seeking an injunction restraining Loew's from licensing theatres in Michigan City, Ind., on a competitive bidding basis, has been rescheduled for a March 22 hearing, pending a possible settlement. The hearing originally was set for today.

Other defendants in the suit besides Loew's are Indiana-Illinois Theatres, and Jack Rose and Alex Manta of that circuit.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
LUCILLE BALL • DESI ARNAZ
in
"THE LONG, LONG TRAILER"
Photographed in Ansco Color
Print by Technicolor • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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RHONDA FLEMING

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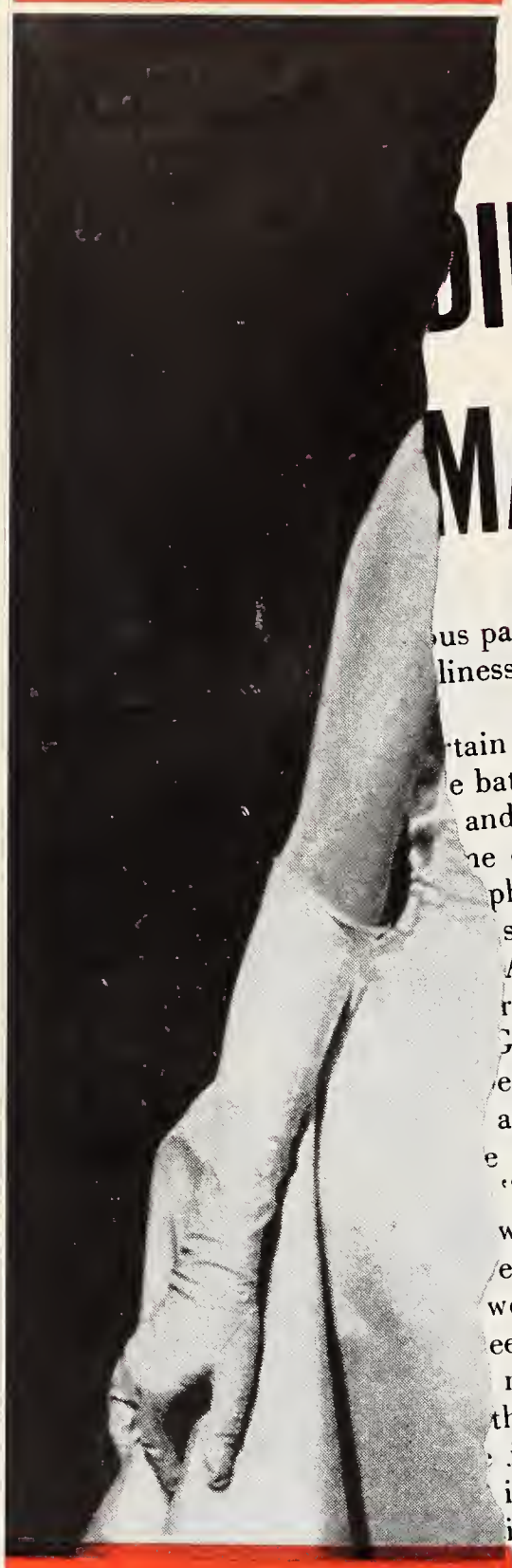
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...George Mur- ...ervises USO ... a great exhi- ...e such a tour "I could get ...w how tough ...ed her to Ko- ...would be won- ...ee a mother." ... nightclub the ...the lovely and ... incomparable, ...in an absolute- ...id not have a ...at all, save for ...n which rhine- ...at real random. ...,000 a week for ...ss cost $6,000), ...made her hap- ...y case that is ... current show- ...hat good is hap- ...money with it." ...designed by a ... Louis, of the ...ld not advise ...he fashion," ...ag how he "I want- ...to show ...want



JANE RUSSELL ob... four men slung over m...

...he to hav... ...m a lady.

...h (*above* ... there too

although it would s...

While these things happened in the ... York a... ...de in the real-life

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Screenplay by MARY LOOS & RICHARD SALE • Produced by EDMUND GRAINGER

RKO RADIO PICTURES

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Songs as Gay as Champagne!



Allied

(Continued from page 1)

movements among independent producers to resume production or to increase their output, as the case may be. Conversations to that end already have been held with one group and others will follow shortly. Myers did not identify the producer nor the film company in which Allied may launch its stock acquisition project.

'Explorations' to Continue

The committee on stock acquisitions and amassing playdates was directed by the board to continue its explorations and to take the necessary steps to effectuate the program. At the proper time, Myers said, that committee will retire in favor of a stockholders' committee that will bring the selected company's policies and the attitude of its management to the attention of the stockholders, in accordance with the rules of the Securities and Exchange Commission.

There is reason to believe, Myers stated, that persons with large investments in certain of the companies, as well as those formerly connected with them, who are concerned about the present management and policies, are ready to support the measures proposed by Allied.

Myers pointed out that while independent subsequent-run and small town exhibitors are now most critically affected by the product shortage, the Allied board believes that other classes of exhibitors realize that before long they, too, will feel the blight and that they will welcome an opportunity to join in a movement designed to prevent such a "calamity." The board, therefore, authorized its committee to supply information to all interested exhibitors and to invite them to participate in the program which, in the concluding stages, will be conducted by a committee representing stockholders and not any particular exhibitor organization.

Sees Threat to Subsequents

The board is more than ever convinced, Myers said, that the film companies' policy of curtailing the production and restricting the licensing of pictures constitutes an immediate threat to the independent subsequent-runs and, unless it is soon abandoned "will destroy the entire industry by constricting the market to a point where it can no longer support even the limited production necessary to supply the surviving theatres."

The directors also yesterday authorized the restoring of regional vice-presidents, directing Ben Marcus, Allied president, to name not less than three and not more than seven such officers.

The board expects to complete its sessions by noon today.

D of J Replies to Stereo Protest

Allied States Association's protest to the Department of Justice on 20th Century-Fox's insistence on stereophonic sound with CinemaScope pictures, has brought a reply from the U. S. Attorney General's office, board chairman Abram Myers said here yesterday. However. he declined to reveal the contents of the correspondence.

Goldwyn, on Code Change

(Continued from page 1)

is a repudiation, which he accepts, of the assurance he gave me on this point."

Goldwyn's reference to "the statement of his companies" means the pronouncement of confidence in the basic principles of the Code issued by the presidents of eight member companies of the MPAA two weeks ago. In his speech tonight Goldwyn was critical even of that statement. Said he:

"After expressing agreement with the point I had originally made that there must be no violation of the basic principles on which the Code is founded, they went on to say, 'No sweeping changes or revisions are necessary.'

'Creating a Straw Man'

"This is creating a straw man and, in addition, evading the question of the need for a meeting to discuss what I called for in my original letter, namely—and I quote—'The specific manner in which the Code can best serve not only our industry but the public.'

"If their statement means what it implies," Goldwyn said, "that they agree that some changes are necessary, the logical thing is to sit down with the people who make Hollywood's pictures and work out whatever changes can improve the Code. This is not just an internal affair of the Motion Picture Association. . . .

"If, on the other hand, the presidents oppose any changes whatever in the Code, they are in disagreement with a great number of the men who actually produce films in Hollywood."

"My own record of production under the Code speaks for itself," Goldwyn continued. "It is because I am so whole-heartedly in favor of sound self-regulation that will keep motion pictures on the highest level of decency and good taste that I want to see every segment of our industry live up to a solid Code. But our industry does have a problem and it cannot be solved by pretending it does not exist. And I feel very strongly that final policy for the industry should be evolved out of all-round discussion, not by one-sided edict."

Goldwyn, who was invited by Johnston to submit specific proposals for "modernizing" the Code after Goldwyn initiated his suggestion last December, told his audience here that "there is no time tonight to discuss a lot of specifics" (about changes in the Code).

The producer, however, proceeded to suggest that one of the changes he favored and has advocated publicly is Code approval of the production of films on narcotics problems.

Observers here pointed out that a few years ago the MPAA board revised the Code to permit the production and release by member companies of narcotics subjects and that after one such film had been made and released by Columbia, the Federal Bureau of Narcotics, which originally had approved the Code change, urged that such films again be prohibited. Harry Anslinger, head of the Bureau, went on record as saying that the suggestive power of such films aroused so much curiosity in viewers that they were far more harmful than supposed.

While stating that he "thinks it makes no sense that the determination of what shall be in the Code should be exclusively in the hands of eight or nine company presidents who are the board of directors of the MPAA," Goldwyn said he wanted to make his position "very clear." He continued:

"I am one hundred per cent in favor of a Code. I ought to be . . . I was one of its originators. I would never make a picture outside of the Code. I am entirely opposed to any changes or departures from the basic principles of morality, decency and good taste on which the Code is founded. I said so, in so many words, when I wrote Eric Johnston.

'World Has Moved'

"But the world has moved on in the 25 years since the Code was adopted and I believe that, without departing from fundamentals, the motion picture industry should move with it.

"There are any number of taboos that have been discarded by the world in the last 25 years without the slightest weakening of basic moral values," Goldwyn contended.

In an aside in the course of his speech, Goldwyn commended Joseph I. Breen, Production Code Administrator, saying he "has, in my judgment, been as honest, as sound and as helpful to our industry as has been humanly possible."

'Line' Critics

(Continued from page 1)

critic is seldom in accord with censors, but will have to go along with the Breen office in its refusal to grant a seal of approval to 'French line.' The final song and dance number is frankly in bad taste, and censors were quite correct in objecting to the picture in its present form."

Harrison Carroll said in the "Herald-Express," "As for Miss Russell's controversial dance number, it does go too far, in costuming, delivery and in lyrics. This sort of thing can give ammunition to those who would impose censorship upon Hollywood."

Kay Proctor wrote in the "Examiner," "It's easy to understand why industry and church authorities alike have condemned the film. Not only does that one sequence violate all bounds of good taste, but its worst aspects are doubly emphasized by being photographed in 3-D."

Philip Scheuer said in his "Times" column, "The Howard Hughes star shakes, bounces and gyrates through an uninhibited number that certainly would be regarded as standard in any night club finale but takes on some over-emphasis in a motion picture house."

Dick Williams wrote in the "Mirror," "With the exception of a brief dance by Jane Russell, it is a mild, inoffensive musical comedy which would have received mild box office reception but for all the uproar."

L. E. R., wrote in the Hollywood "Citizen-News," "It is a very sensual dance, and words of her song, 'Looking For Trouble,' make it more sensual. This reviewer is no prude, but he found this number more distasteful than entertaining."

2nd London

(Continued from page 1)

Rhyber Rifles" will open the Odeon late next month or in early April.

Spyros Skouras, 20th-Fox president is due back here from Paris at the week end to attend the London premiere of "Beneath the Twelve-Mile Reef" Monday night. Skouras's guests at the premiere will be John Davis, managing director of the Rank Organization, and the latter's fiancee, Dinah Sheridan. The circumstance is accepted as testimony here that friendly relations between Skouras and the Rank leadership continue despite the recent refusal of the Rank Organization to expand its stereophonic sound installations for CinemaScope beyond its initial commitments, and 20th-Fox's subsequent decision to sell away from the Rank circuits in consequence.

Johnston Denies

(Continued from page 1)

because I gave you no such assurances as you now describe.

"I have told you, and I repeat now, that the board of directors of our association has the responsibility for the Code. I have told you, and I repeat now, that if you have specific suggestions to change the Code, you should put them in writing and I would submit them to the board for its consideration.

"In view of what you are now saying, I wish our conversation had been put in writing."

Four of UA in March

"Beat the Devil," "Act of Love," "The Scarlet Spear," and "The Golden Mask" will be released by United Artists in March, William J. Heineman, vice-president in charge of distribution, said yesterday.

RKO Holders' Suit

(Continued from page 1)

counsel for RKO Pictures agreed to make available for pre-trial examination the following officers: James R. Grainger, president; J. Miller Walker, vice-president; William H. Clark, treasurer, and Garrett Van Wagner, comptroller. Walker was made available for examination after the plaintiff's counsel waived the move to examine Howard Hughes, board chairman and principal stockholder.

The plaintiffs in turn agreed that the Delaware case will determine the New York action.

'Beachhead' Booked

"Beachhead" will play in 30 theatres of the Loew's circuit in the United States and Canada in mid-April, William J. Heineman, vice-president of United Artists, distributor of the film, said yesterday.

Surveying MGM Lot For Possible Oil

The M-G-M studio lot is being resurveyed for possible oil deposits, it was disclosed here yesterday by Charles C. Moskowitz, Loew's vice-president, at the company's annual meeting.

He cautioned stockholders not to assume that there is oil on the lot, however. Moskowitz explained that a resurvey was decided upon following an initial survey by two oil companies.

COMPO Adv.

(Continued from page 1)

to tell its story to all publishers and editors by means of advertisements in 'Editor & Publisher.' They tell us, with the frankness of friends, that we may be good at ballyhoo, but as an industry, our press and public relations are pretty awful.

"To prove it, they point to numerous stories or adverse editorial comment which they themselves know to be based on mis-information or misunderstanding of facts.

"Following their advice we are starting a series of advertisements in which we shall talk about our business. Not as press agents, but as representatives of an important American industry come to visit with you once a week.

"The motion picture industry has plenty to discuss, but at this moment we're concerned—among other things—with the 20 per cent Federal admission tax, which the law provided was to die six months after World War II ended. We want to acquaint you with the effects of this tax and its damage to our business and yours."

Newspaper-Style Copy

In a letter issued with the proofs, Robert W. Coyne, COMPO special counsel, said that the copy used in these ads is the simple straightforward prose of a well edited newspaper, rather than the inflated, over-dramatized style used in advertising. The aim of these ads is to persuade and inform rather than sell, Coyne said. The counsellor added that everybody in the industry should feel free to comment on them and that COMPO will be glad to receive ideas for ads that can be incorporated into the series.

Guiding the COMPO press campaign are: chairman, Harry Mandel, RKO Theatres; vice-chairman, Harry Goldberg, Stanley Warner Theatres, and Art Arthur, Motion Picture Industry Council, Hollywood; Oscar A. Doob of M-G-M; Jerry Pickman of Paramount, and Kenneth Clark of the Motion Picture Association of America.

U. S. Delegation

(Continued from page 1)

at the famous Copacabana Palace in Rio de Janeiro.

The spotlight during the second week of the film festival here was on members of the American delegation. Great press and public attention was given to the Hollywood stars in the group. Also, Hollywood's pictures were well received at the festival screenings.

$5 in Dividends for Every $1 Invested

One veteran Loew's stockholder, commending the management for its stewardship of the company at yesterday's annual meeting here, told of his experience as a Loew's stockholder.

He said that for every dollar that he invested in the company some 24 years ago he has received upwards of $5 in cash dividends. Never in any year, he said, has Loew's failed to pay a dividend, even during the depression.

Loew's Outlook

(Continued from page 1)

and secretary, who acted as chairman, expressed apologies for the inadequacy of the space, adding that next year's annual meeting probably will be held in Loew's State Theatre. Friedman, in response to a motion aimed at compelling Schenck's attendance at next year's stockholders' meeting, said the motion is not necessary, explaining that he would convey the stockholders' sentiments to Schenck.

Vogel Reports on 'Scope

An optimistic report on CinemaScope was presented by Joseph R. Vogel, vice-president, in response to a stockholder's query. Vogel, saying that the process has already added considerably to the drawing power of motion pictures, added that as yet the full potential of CinemaScope has not been realized. He predicted that there will be many improvements in photography and sound, referring to stereophonic sound.

Moskowitz underlined Loew's position not to sell its films to television or engage in TV production. He pointed out that the company has 16,000 exhibitor customers and "we'd study for a long time" before the company would "make further competition for these customers."

Answering a stockholder's suggestion, Moskowitz said that the production of TV shorts is not a particularly lucrative field.

Regarding the company's pension plan, which goes into effect March 1, Moskowitz stated that the company's contribution this year will be 50 per cent less as compared to previous years and that the benefits this year will be, accordingly, 50 per cent reduced. He said this year's reduction will not affect accrued pension earnings. Moskowitz put the savings to the company because of the reduction at $2,200,000. He added that over a 10-year period the company has paid into the pension plan for employees $35,000,000. Loew's in the same 10-year period was said to have earned $94,000,000 after taxes and $167,000,000 before taxes.

Advertising Down Slightly

For the past 18 months Moskowitz said the company has been reducing its contractual commitments with studio personnel. He said that the company's advertising expenditure of $5,300,000 in the last fiscal year was eight per cent less than the previous year.

It was stated that Loew's acquired the 25 per cent interest of the late N. L. Nathanson in the Poli Theatres in New England at a cost of $801,000. M-G-M's record company was described as doing quite well, with earnings much better although a little behind last year's high. The book value of Loew's stock was put at $26.33 per share, compared to the current quotation on the New York Stock Exchange of $14.50 per share.

In response to a query on "Quo Vadis," Moskowitz said that Loew's as of Jan. 21 still had a $3,600,000 investment in the picture. He explained that the picture has received special engagements so far and that the company has decided to amortize the costs in a proportion-to-income formula. He expressed his conviction that the picture will show a profit.

Moskowitz said he could not estimate the grossing potential of "Gone With the Wind" when it is reissued, adding that its world-wide gross totaled $37,000,000.

Regarding the admission tax and whether, if repealed, the saving would be passed on to the public, Vogel said the industry has made no such promise to Congress, pointing out that the tax has prevented admission prices from rising, as other items have risen in the post-war years. He said the admission price situation should be examined by the individual theatre.

Schenck Reelected President of Loew's

Nicholas M. Schenck was reelected president of Loew's yesterday at a board of directors meeting immediately following the annual meeting of stockholders.

Other officers reelected include: Charles C. Moskowitz, vice-president and treasurer; J. Robert Rubin, Dore Schary, Edgar J. Mannix, Howard Dietz, Joseph R. Vogel, Benjamin Thau, Marvin H. Schenck, J. J. Cohn and Louis K. Sidney, all vice-presidents; Leopold Friedman, vice-president and secretary; Jesse T. Mills, controller and assistant treasurer.

Women In Service Honored By Short

"The Price of Liberty," a new Department of Defense short subject dramatizing the role of American women in the Armed Services, was screened for an audience of invited guests at the Johnny Victor Theatre here yesterday.

Produced by Warner-Pathe News, the film was made with the cooperation of the Council of Motion Picture Organizations and will be distributed to theatres March 26 with COMPO aid.

Narrated by Walter Cronkite, the highly interesting film depicts the various roles of women, from nurses to clerks and mechanics, in the service of Uncle Sam from the time of Molly Pitcher in Revolutionary War days to the WACS, WAVES, SPARS, WAFS and Nurse Corps of today.

Bell & Howell to Buy DeVry Corp. April 15

CHICAGO, Feb. 25.—The Bell & Howell Co., pioneer equipment manufacturers, will purchase the DeVry Corp. on April 15, under a deal announced here this week.

A substantial portion of DeVry assets, including tools, inventories, patents and government contacts are included in the purchase. Starting on May 1, Bell & Howell will begin manufacture of DeVry 16mm. products and spare parts from its own plant.

The Paromel Corporation of Chicago has bought 35mm. DeVry tools and equipment for making theatre projectors. W. C. DeVry, president, and E. B. DeVry, secretary-treasurer, are planning to expand the DeVry Technical Institute, a training school for TV technicians.





SENSATIONAL

REVIEWS!

"High potential!"—FILM DAILY • "Powerful!"—HOLLYWOOD REPORTER • "Outstanding! Contender for Academy Awards!"—BOXOFFICE • "Triumph!"—M. P. HERALD • "Compelling!"—HARRISON'S REPORTS • "The top of the list!"—N. Y. POST • "Excellent! Memorable!"—DAILY MIRROR • "Douglas and Robin do masterful jobs!"—N. Y. TIMES • "Inspired!"—N. Y. WORLD TEL. & SUN • "Shattering climax!"—L. A. EXAMINER

BUSINESS!

LOS ANGELES—Rialto, Ritz Theatres
7 SMASH WEEKS!
NEW YORK—Astor Theatre
SMASH OPENING!

Act of Love

THERE IS A WORLD OF DIFFERENCE BETWEEN AN ACT OF SIN AND AN ACT OF LOVE!

QUALITY PICTURES UA IN QUANTITY

BENAGOSS PRODUCTIONS INC. presents KIRK DOUGLAS in "ACT OF LOVE"
An Anatole Litvak Production • Introducing DANY ROBIN with George Matthews • Robert Strauss • Richard Benedict
Serge Reggiani • Gabrielle Dorziat • Fernand Ledoux • Barbara Laage • Produced and Directed by ANATOLE LITVAK
Associate Producer Georges Maurer • Screenplay by IRWIN SHAW • From the novel by Alfred Hayes

35TH ANNIVERSARY 1919 UA 195

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 39 NEW YORK, U. S. A., MONDAY, MARCH 1, 1954 TEN CENTS

Mobilizing

Figures Ready For COMPO's Tax Campaign

Will Show 1,120 Houses Closed Since April 1

WASHINGTON, Feb. 28.—About 1,120 motion picture theatres have gone out of business since last April 1.

Another 4,000 to 5,000 theatres are staying open just in hope of admission tax relief this year.

During the 1953 year, attendance dropped eight per cent. and grosses dropped four per cent, with grosses concentrating more and more in first-run houses.

These are the figures that the Council of Motion Picture Organizations tax committee will use in presenting the industry's case for admission tax relief to members of the House Ways and Means Committee this week. Some 30 exhibition leaders are expected to arrive here starting tomorrow to buttonhole committee members and

(*Continued on page 6*)

SCTOA Bows to COMPO on U.S. Tax

LOS ANGELES, Feb. 28.—Following an exchange of correspondence between Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, and Harry C. Arthur, chairman of the board of Southern California Theatre Owners Association, the latter has agreed that SCTOA should discontinue its unilateral activities to obtain a reduction of the Federal admissions tax.

SCTOA had addressed Congressmen suggesting tax exemption for all admissions less than 75 cents. At the same time, the all-industry effort, through COMPO, was endeavoring to

(*Continued on page 6*)

Say Administration Tax View Stands

WASHINGTON, Feb. 28. — The Administration said it "has not changed" its tax program from the one sent to Congress last month by the President.

In his January tax message, the President emphasized that the government could not lose any additional revenue, and that any cuts in the ad-

(*Continued on page 7*)

'Vistavision' of Para. To Be Demonstrated Tomorrow on Coast

HOLLYWOOD, Feb. 28. — Paramount will demonstrate a "new method of picture presentation which will be called Vistavision" at its studio Tuesday afternoon, vice-president Y. Frank Freeman disclosed in invitations wired to the press.

Although Paramount spokesmen declined to elaborate on Freeman's description, it is understood that Tuesday's demonstration will be concerned exclusively with results obtained with the horizontally-fed "Lazy 8" camera, which photographs an image on two

(*Continued on page 6*)

Wm. O'Donnell Moves To Trans-Texas Post

DALLAS, Feb. 28. — William O'Donnell, division manager of Texas Consolidated Theatres for the last 14 years, has resigned to become vice-president and general manager of Trans-Texas Theatres, of which Louis Novy is president. W. E. Mitchell, personnel manager of Texas Interstate, has been appointed by Karl Hoblitzelle, president, to succeed O'Donnell.

Torrence Hudgins, long-time Interstate employe, will join O'Donnell as the latter's executive assistant. James

(*Continued on page 7*)

Allied Takes Stereo Complaint to SSBC

Allied States has complained to the Senate small business committee about 20th Century-Fox's stereophonic sound policies, it was learned at the weekend.

The committee, which has been checking industry trade practices, received copies of Allied's complaint to the Justice Department on 20th-Fox's policies on requiring stereophonic sound for CinemaScope films in drive-ins and regular theatres.

See New 'U' High In Foreign Income

A substantial increase in foreign income of Universal Pictures for the current fiscal year was forecast here at the weekend by Ben Cohn, assistant foreign manager, on his return from a five-week tour of Continental Europe.

Cohn, declining to state the amount of the increase other than it represents a "substantial" percentage above the previous record year, went on to say that the motion picture business throughout Europe is good. He cited the growth of new theatres in some countries, especially Germany, where in Cologne, for example, there are 68 theatres compared to the two neigh-

(*Continued on page 7*)

Long-Range

Allied Plans Meetings Two Years Ahead

Conventions, Board and Drive-In Sessions to '56

Under a long-range planning program, Allied States Association has scheduled its conventions and board meetings into 1956.

At the concluding session of Allied's carryover directors meeting here at the weekend, the board also added a summer directors meeting for this year, necessitated by the problems and fast-moving events current in the industry. Abram Myers, Allied general counsel and board chairman, said that in the past there was not sufficient business to transact to warrant a summer session but that present conditions will require an August conference.

The following meetings and conventions were blue-printed at the board sessions here last week:

Spring board meeting, May 10-11, Nicolet Hotel, Minneapolis; summer board meeting, Aug. 24-25, Greenbrier Hotel, White Sulphur Springs, W. Va.; national convention, Nov. 12-14, Schroeder Hotel, Milwaukee; second

(*Continued on page 6*)

Goldwyn in Denial Of Johnston Denial

HOLLYWOOD, Feb. 28.—Determined to have the last word, Samuel Goldwyn borrowed it from Eric Johnston's statement of last week denying he had promised Goldwyn, as the producer claimed in a speech here Thursday night, to call a mass meeting of Hollywood producers to discuss "modernizing" the industry's Production Code.

The Motion Picture Association

(*Continued on page 7*)

Testimony Is Heard In Carrier Rate Case

ALBANY, N. Y., Feb. 28.—Testimony supporting and attacking the petition by the Smith & Howell Film Service for a 10 per cent increase in delivery charges to theatres of Albany and Buffalo exchange districts was offered at a hearing before Public Service Commission examiner Morris Goldfarb.

George C. McCrillis, Syracuse cer-

(*Continued on page 7*)

Eyes Color TV

Rep. Gross Up $4,200,000 For 1953, But Net Is Down

Consolidated net income of $679,217 after provision of $800,000 for Federal taxes was reported by Republic Pictures Corp. on Friday for the fiscal year ended Oct. 31, 1953. The result compares with the net of $759,603 for the preceding year after provision of $823,000 for taxes.

The company's gross revenue for 1953 rose to $37,265,034, compared with $33,085,510 for the previous year.

In his annual report to stockholders, H. J. Yates, president, discusses Republic's observations of the new screen techniques, stating that "We will continue to pursue a policy of watchful waiting until we feel a definite pattern has been established which will be generally acceptable to at least the exhibitors in the United States, if not throughout the world. We believe, regardless of the new techniques, the ultimate success of a picture depends upon its entertainment quality."

Yates reported that Republic's busi-

(*Continued on page 7*)

Col. Preferred in New Advance of 5⅜

Columbia Pictures preferred stock, after a week of relative calm, erupted into activity again in Friday's trading on the New York Stock Exchange. The issue advanced 5⅜ points on a turnover of 15,000 shares, closing at 81½.

Financial sources revived speculation that a conversion or retirement plan is in work for the issue. The company had no comment.

Personal Mention

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, will arrive on the Coast today from New York.

•

MARK DE PREE, city manager for Florida State Theatres in Daytona Beach, has been promoted to the post of junior executive in the home office of the circuit in Jacksonville. He will be succeeded at Daytona Beach by FRENCH HARVEY, formerly of the Howell Theatre, Palatka.

•

CHARLES COOPER, head of Theatre Concessions Co., returned to Chicago over the weekend following conferences here with AL O'KEEFE, vice-president of Pola-Lite.

•

HARRY FELLERMAN, sales head of Universal Pictures special films division, will leave here today for Cleveland, returning on Friday.

•

PETER PERAKOS, of Perakos Theatre Associates, New Britain, Conn., has left there with his son, JOHN, for Clearwater, Fla.

•

VIRGIL HOPKINS, manager of the 16mm. division of Republic Pictures in Atlanta, is the father of a son born recently to MRS. HOPKINS.

•

BEVERLY BARNET, of the Barnet-Hammilberg Agency, Hollywood, is visiting from there in Oklahoma City.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, is in Pittsburgh from New York.

•

ALLEN WIDEM, theatre and film editor of the "Hartford Times," will visit New York on Wednesday.

•

ALBERT SHULMAN, of Shulman Theatres, Hartford, is visiting in New Orleans.

•

ROBERT INGRAM, Southern district manager for Columbia Pictures in Atlanta, has returned there from Miami.

•

STANLEY DONEN, director, arrived here Saturday from Hollywood.

Put RCA Profit at $35,022,000 in '53

Net profit of the Radio Corporation of America in 1953 amounted to $35,022,000 compared with $32,325,000 in 1952, David Sarnoff, chairman of the board, disclosed in his annual report to stockholders.

These earnings, it was stated, are equivalent to $2.27 per share of common stock, compared with $2.10 per share earned the year before.

May Cut B.C. Tax

OTTAWA, Ont., Feb. 28.—British Columbia is planning to reduce the current admission tax of 17½ per cent. This is the highest ticket levy in Canada.

Two Theatre Owners Sue 10 in Oklahoma

OKLAHOMA, Feb. 28.—Ten distributors and exhibitors have been ordered by a Federal judge here to answer all questions asked by two former theatre owners who have filed an anti-trust suit against the firms in Federal District Court. U. S. District Judge Stephan Chandler has filed a memorandum opinion requiring the 10 firms to produce the information sought by Robert D. Curran and H. T. Braucht, former owners of the Home State Theatre here. The house has been converted into an insurance building for several years.

Charge Product Withheld

Curran and Braucht alleged the defendants conspired to keep them from booking first-run pictures. They asked a number of questions relating to records and correspondence, but the 10 firms said gathering replies would be too expensive. Judge Chandler ruled it would involve no undue expense.

The 10 firms are State Theatres Inc., Columbia, Loew's, Paramount, RKO, 20th Century-Fox, Universal, Warner Brothers, Warner Theatres and the Cooper Foundation.

'Line' Picketed at Charlotte Opening

CHARLOTTE, Feb. 28. — The opening of "The French Line" here was met with pickets, representing a local Catholic Church and the Knights of Columbus Council, who marched up and down past the Center Theatre carrying placards stating that the film had not been approved by the Production Code Administration.

A spokesman for the pickets said that they weren't trying to keep people from seeing the picture but that they wanted to demonstrate that such pictures would not be shown without a protest.

New Film Company Formed by Cochran

Formation of a new producing organization called Robert Alexander Productions, Inc., was announced here over the weekend by actor Steve Cochran.

The company will produce films mainly for theatre consumption with early spring set as starting time for their first production, Cochran said. TV films will also be produced.

Cochran, president of the organization, added that "Come Next Spring" is the title of their first film. Harrison Reader is secretary-treasurer.

20th Returns 'Robe' For Broadway Run

"The Robe," 20th Century-Fox's initial CinemaScope production, began a return engagement here Saturday at Brandt's Globe Theatre for an indefinite period.

The return to Broadway, necessitated by public demand, was highlighted by the personal appearances of Clifton Webb, Rita Gam and Sloan Simpson.

Industry Escapes Colo. Legislation

WASHINGTON, Feb. 28.—The Colorado State Legislature has adjourned without any damage to the film industry, Jack Bryson, Motion Picture Association legislative representative, has announced.

These are the first state law makers to quit this year. Bryson said that all but one of the 14 legislatures scheduled to meet this year will have started this week. California deliberates March 13 while the Louisiana session starts in April.

Will Honor Zanuck At Neb. Centennial

Darryl F. Zanuck, vice-president in charge of production for 20th Century Fox, will be honored by his home state of Nebraska at the Centennial celebration in Omaha, March 11, for "outstanding contributions to the progress of motion pictures." The world premiere of the CinemaScope production, "Night People," will be held during the two-day festival.

NTFC Honors 'Lucy' Team for TV Aid

Lucille Ball and Desi Arnaz were honored by the National Television Film Council at a Friday luncheon at the Hotel Commodore for their contribution to the filming of TV shows as exemplified by their "I Love Lucy."

A special plaque went to Desiderio Alberto Arnaz, I, the baby of the couple who made his television debut last year. Acting as toastmaster was Ed Sullivan. Among those on the dais were: Mel Gold, NTFC president, Jack Van Volkenberg, president of the TV network of Columbia Broadcasting Co.; Kenneth Beirn, president of Biow Co., Hubbell Robinson, director of CBS-TV programming; H. W. Chesley, Jr., vice-president in charge of advertising and sales for Philip Morris cigarettes, Sydney Mayers, NTFC secretary, and Sam Spring, treasurer.

Industry Leaders on Variety Committee

Russell V. Downing, chairman of the dinner committee for the first annual Variety Club Heart Award dinner, is forming a national committee to assist in the industry's tribute to William J. German at the Waldorf Astoria Hotel here on May 6. Among those who have accepted Downing's invitation to serve are Barney Balaban, Nate Blumberg, Steve Broidy, Leonard Goldenson, James R. Grainger, Arthur Krim, Milton Rackmil, Herman Robbins, Sol Schwartz, Spyros P. Skouras and Herbert J. Yates.

German, who will receive the New York Variety tent's first annual Heart Award, is president of the Variety Club Foundation to Combat Epilepsy.

Church Paper in Chi. Asks Protest Against Showing of 'Line'

CHICAGO, Feb. 28. — Continuing its attack against the forthcoming exhibition of "The French Line" at the Woods Theatre here, "New World," official Catholic paper of the Archdiocese of Chicago, carries an editorial calling on "all decent people in Chicago" to protest the showing of the picture.

Weaver Quoted

The editorial quotes at length from "Motion Picture Herald" and MOTION PICTURE DAILY correspondent William R. Weaver's review of the film in which he said: "It is not the basic story that sets 'The French Line' apart from pictures of its general kind. Its distinguishing content, and its characteristic, is anatomical candor in the photographing of feminine breasts, all and sundry, and it can be said with complete accuracy that whatever you may have imagined a three-dimension camera might be made to do with subject matter like this has been done—at long range, in middle distance and close up."

The editorial also takes issue with a statement attributed to Ralph Smitha, Essaness general manager, in which he defended the showing of the film at the Woods with the statement that "Chicago has a capable censorship board. If the picture were lewd or salacious it just wouldn't get by. It's good family entertainment."

'It Didn't Get By'

"The fact is," the editorial concludes, "it didn't get by. 'The French Line' doesn't have the seal of approval of the Production Code Administration. The motion picture industry condemns it. If Mr. Weaver's report is factual, and we know it is factual, then God help the families that patronize the Woods Theatre. If this kind of thinking is to develop, progress and spread among us, then God help all families."

Tell L.A. Catholics Of Ban on 'Line'

HOLLYWOOD, Feb. 28.—Catholic clergymen in the Los Angeles Archdiocese were instructed to announce again today that RKO Pictures' "The French Line" falls under the ban of the Legion of Decency, in an official announcement of "Tidings," the newspaper of the Archdiocese of Los Angeles, published every Friday.

The paper stated: "Reverend pastors are requested to announce again to the faithful (this Sunday) that the film, 'The French Line,' falls under the ban of the Legion of Decency and all the implications of the pledge apply to the picture and theatres showing it."

The picture opened at two Los Angeles theatres, without the Production Code seal, last Wednesday.

Rechetnik Weds

Sid Rechetnik, Warner Brothers home office publicist, was married here Friday to Raisa Sachs, television writer of Chicago and Hollywood. The couple left for a week's honeymoon.

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"BRING 'EM BACK ALIVE!"



When you go hunting for patrons... throw away that pea-shooter... and get yourself some man-sized ammunition to do the job! You'll never catch a *Lion* with a *mousetrap*... and you'll never arouse interest in your Attractions, with a feeble whisper!

So step out and SHOUT about your new attractions! YELL about the new methods of presenting this great entertainment!... And let The Prize Baby go to work for you... with his big arsenal of Showmanship Ammunition ...that bags patrons for your theatre... and Brings Them Back Alive!

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NATIONAL *Screen* SERVICE
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HERBERT J. YATES
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HELL'S HAL

ACTUALLY FILMED IN HONOLULU

AC

Starring

Written by **STEVE FISHER** • Associate Producer and Director **JOHN H. AUER**

A REPUBLIC PICTURE

t in the Pacific

RE

WENDELL COREY • EVELYN KEYES

ELSA LANCHESTER with MARIE WINDSOR • NANCY GATES

COMPO

(Continued from page 1)

seek for greater relief than the reduced to 10 per cent proposed by Speaker Martin (R., Mass.) and other Republican leaders in the House.

The Ways and Means Committee will likely start voting on excise taxes this week. House GOP leaders hope to have an excise bill on the House floor next week. This bill would extend some excise rates scheduled to drop April 1, and cut other excises, including presumably the admission tax.

Cut to 10% Favored

Most Republican leaders have backed a plan to cut to 10 per cent all excises now over that rate. COMPO is mobilizing its strength to sell the Ways and Means Committee the idea that this relief is not enough, and that Congress must go substantially further if the industry is to be really helped. Right now, COMPO is not launching any campaign to pressure all members of the House, but is concentrating on the key Ways and Means Committee. The exhibition leaders coming here this week are mainly from states with Congressmen on the Ways and Means Committee. Once a bill is voted on in the committee, COMPO officials believe, it will be time to turn the spotlight on all other members of the House.

Democratic members of the House-Senate economic committee, meanwhile, issued a report calling for "a drastic reduction of all excise taxes on necessities and semi-luxuries."

In another development, the Radio-Electronic-Television Manufacturers Association said it is calling its top members here on March 4 to organize an industry drive to reduce the 10 per cent manufacturers excise tax on black and white TV sets and to remove the tax completely on color sets.

SCTOA Bows

(Continued from page 1)

obtain complete elimination of the tax. Calling this, as well as COMPO's authorization to compromise on a less-than-all basis, should that prove expedient at any stage of the tax repeal compaign, to Arthur's attention, Coyne urged that SCTOA join the rest of the industry. Arthur reportedly has advised Coyne of the organization's willingness to do so.

Vote Today Likely On Excise Rates

WASHINGTON, Feb. 28.—There seems to be a strong likelihood that the House Ways and Means Committee will start voting on excise rate changes tomorrow. The committee finished its voting on the technical tax revision bill Friday but Chairman Reed (R., N. Y.) scheduled another committee conclave for tomorrow morning. Several members admitted privately that the subject of excise taxes would be discussed.

Reviews

"Casanova's Big Night"

(Paramount)

FUNNY is the word for Bob Hope's latest endeavor in which the able and deft comedian, along with Joan Fontaine, Basil Rathbone, and newcomer Audrey Dalton provoke chuckles, laughs, and giggles in a Venice, Italy, setting. It is a costume affair which will bring business to the theatres. The Paul Jones production, directed by Norman Z. McLeod, is slow in starting, but will keep audiences happy. It is in color by Technicolor.

Hope is cast as a tailor's apprentice who has a yen for Miss Fontaine, who deems him ridiculous. Opportunity in the form of great lover and swordsman Casanova, played by Vincent Price, comes along in which Hope switches identities and goes on a petticoat stealing quest along with Miss Fontaine and man-servant, played by Rathbone. A coward at heart, Hope cavorts, romps through palaces, boudoirs, love-making scenes and song in which women scream, throw roses and try to climb into his gondola.

Rathbone in a villainous deal sells out Hope and Miss Fontaine to secure Miss Dalton's petticoat and Hope is shuffled off to prison. Refusing to abandon the slapstick comedian, Miss Fontaine manages to get him out of the bastile. She lends him one of her petticoats and in the wild, zany finale, Hope proves heroic. His reward comes in the form of a passionate embrace from Miss Fontaine who is now convinced that the real Casanova is a mere child compared to the great Hope.

Others in the cast include Hope Emerson, Robert Hutton, Hugh Marlowe, Arnold Moss, John Hoyt, Lon Chaney, Primo Carnera, Raymond Burr, Romo Vincent. Screenplay was by Hal Kanter and Edmund Hartmann based on a story by Aubrey Wisber.

Running time, 86 minutes. General audience classification. Release, in April. L. D.

"Phantom of the Rue Morgue"

(Warner Brothers)

[3-D]

ONE of the better known of Edgar Allan Poe's weird but fascinating tales is "Murders in the Rue Morgue," on which Warner Brothers has based "Phantom of the Rue Morgue," which seems to outdo the famous and moody poet for gruesomeness and horror, without eliminating the underlying sense of humor which helped to make the original a classic.

"Phantom," a spine-tingling series of murders, photographed in three dimensions and WarnerColor, would seem to be an exploitation natural for the large audience which looks for, and seeks out, this type of entertainment. That group could ask for nothing more interesting.

The time and locale of the Poe story—Paris of the last century—have been retained in the film adaptation, and the perpetrator of the deeds still remains a gargantuan ape, the pet of a simple-minded old sailor. There, however, the likeness ends. Script writers Harold Medford and James R. Webb have added a mad zoologist, played by Karl Malden, mentally disturbed because his late wife "rejected" him. Malden keeps the sailor and the ape at his zoo.

Coveting Patricia Medina, fiancee of Steve Forrest, Malden sends the lady-killing ape out on a series of murderous missions designed to frame Forrest and leave Miss Medina open to the zoologist's advances. His plans are progressing steadily until Miss Medina finally fathoms his plot. The climax is a fine hurly-burly affair with the mad Malden running amok at the zoo, in the company of loose lions, leopards and elephants, while the ape holds Miss Medina dangling from a tree top.

Henry Blanke produced, and Roy Del Ruth directed a cast which acquits itself nicely. Malden is quite believable as the demented zoologist, while Miss Medina and Forrest fit into their parts well as the ingenues. Claude Dauphin seems entirely authentic as the story-book type of slow-witted police inspector and Anthony Caruso is properly forbidding as the hapless sailor.

Running time, 84 minutes. General classification. Release date, March 27.

Bamberger V.P. of Cinema Stamp Club

Leon Bamberger, of RKO Radio, was elected president of the Cinema Stamp Club of New York at its meeting held in the Hotel Astor here last week. He succeeds the late Edwin Aaron, 20th Century-Fox executive who died Feb. 20. Bamberger, the fifth president of the club, will serve until the annual election next December.

Bamberger was succeeded as first vice-president by Jack Levy, of National Screen. Other vice-presidents elected were Eli Sandberg, public accountant for the industry, and Milton Zucker, attorney.

Buy Portland House

PORTLAND, Ore., Feb. 28.—William C. Gilbert and John McCleary have purchased the Rio Theatre from W. M. (Frank) Myrich, now retired.

S-W Video Station Begins Operations

ALBANY, N. Y., Feb. 28.—Stanley Warner Theatres, which recently purchased a 50 per cent interest in WTRI, an ultra-high frequency station, began telecasting today from Bald Mountain, outside Troy, N. Y., on Channel 35.

Representing an investment of $600,000, the station will be a CBS limited alternate affiliate. Officers for WTRI are: Edward L. Fabian, vice-president; Simon H. Fabian, Samuel Rosen, board members, and Col. Harry C. Wilder, president.

Takes Ottawa Theatre

OTTAWA, Ont., Feb. 28.—The Globe Theatre here has been taken over by the National Theatre Service circuit which also controls two theatres here as well as others in the Ottawa Valley.

Allied Plans

(Continued from page 1)

annual drive-in convention, week of Feb. 7, 1955, Chase Hotel, St. Louis; national convention, early October, 1955, Sherman Hotel, Chicago, and the third annual drive-in convention, early February, 1956, Hollenden Hotel (tentative), Cleveland.

Won't Switch Meeting Site

Myers said that the St. Louis drive-in meeting and subsequent conventions were decided almost by "demand" of exhibitors who attended the initial outdoor conclave in Cincinnati last month. As to a possible tie-up with the Theatre Equipment and Supply Manufacturers Association at the Chicago convention next year, Myers said that if a cooperative basis can be agreed upon, Allied would welcome TESMA's participation, but that it would not switch the site of the meetings from the Sherman to the Conrad Hilton Hotel, the latter being the favored locale of the equipment group.

The summer meeting of Allied's board in White Sulphur Springs will be held in conjunction with the annual convention of Allied's West Virginia unit.

Allied Board Resolution Condemns Stereo Policy

Allied States Association at the weekend went on record officially condemning both 20th Century-Fox and Loew's for their stand on stereophonic sound. The Allied board, at its concluding session at the Warwick Hotel here, passed the following resolution:

"The Allied board of directors condemns the policy of 20th Century-Fox and Loew's in requiring theatres to install full stereophonic equipment as a consideration of licensing their CinemaScope pictures, regardless of the appropriateness of theatres for such installations or their ability to pay therefor."

'Vistavision'

(Continued from page 1)

35 mm. frames, for subsequent transfer, via optical printing and 90-degree turn, to a single-frame image which can be widened, by cropping, without producing the graininess usually encountered in cropping procedures.

Aspect ratios to be demonstrated have not been revealed, but the studio recently has been favoring two-to-one as against its formerly favored 1.66-1. It is believed the footage shot with the "Lazy 8" can be widened to that extent by cropping, without using anamorphic lenses, and it is probable this will be the ratio demonstrated Tuesday.

Negotiations between Paramount and Joseph Tushinsky regarding the use of Tushinsky's anamorphic-lens system in connection with the "Lazy 8" or other cameras are not necessarily affected by the studio's decision to demonstrate Vistavision.

Meanwhile, an anamorphic-lens system called Panavision, developed by Robert Gottschalk, Beverly Hills camera dealer, has come to fore in connection with Paramount's recently indicated interest in wide-screen systems. Gottschalk's is reported to be a projection lens designed to perform the same function as other anamorphic lenses heretofore introduced. Gottschalk said he will demonstrate Panavision early next month here, in Chicago and in New York.

New 'U' High

(*Continued from page* 1)

borhood situations that were left in the wake of the war.

Cohn, who made the trip as captain of the current world-wide Daff sales drive, said that CinemaScope installations in Europe are proceeding at a slower pace than in the U. S., although European exhibitors are enthusiastic about the medium. Screens, as in the U. S., are growing larger in Europe, he added, with many theatres changing to wider screens.

Americo Aboaf, vice-president and sales manager of Universal International Films, Inc., joined with Cohn in explaining Universal's CinemaScope policy abroad. With the company's two CinemaScope films in the cutting stage, Universal has adopted a "wait and see" attitude, it was stated. Universal's CinemaScope pictures, it was added, are being made in conventional versions, too. Cohn said Universal plans to give the foreign exhibitor its pictures, including those in CinemaScope, in the manner best suited for his theatre, consistent with the welfare of Universal.

Alfred E. Daff, executive vice-president, joining the press conference, said that there has been a rise in non-controllable operational expenses abroad.

O'Donnell Moves

(*Continued from page* 1)

E. Brassell and Raymond Willie, Jr., will move over to Trans-Texas' booking staff.

O'Donnell had been with Texas Consolidated since 1934 when he became a theatre manager in San Antonio, later being promoted to city manager. He moved to Dallas in 1940 to become division manager.

Mitchell, before joining Interstate, was vice-president and general manager of the Dallas "Dispatch."

Trans-Texas Circuit Adds Seven Houses

AUSTIN, Tex., Feb. 28.—Trans-Texas Theatres has purchased six theatres from Texas Consolidated Theatres and one from the Texas Interstate circuit. The managerial transfer took place today. With the acquisitions, Trans-Texas now owns 16 theatres.

Headed by Louis Novy, a former partner in Texas Interstate, Trans-Texas was formed two years ago. The purchased theatres are the Majestic, Abiline; Capitol, Brownsville; Ideal, Corsicana; State, Denison; Main, Paris, and Strand, Wichita Falls, all former Texas Consolidated houses, and the Hollywood, Ft. Worth, which was an Interstate theatre.

The circuit will move its headquarters from Austin to Dallas. Harold Novy, the president's son, will remain in Austin as city manager. The company owns three theatres here, four in Dallas, one in Temple and one in Amarillo.

'Rose Marie' Premiere Wednesday in Chi.

CHICAGO, Feb. 28. — "Rose Marie," M-G-M's second CinemaScope production, will have its world premiere at the State Lake Theatre here Wednesday. The picture will open in Detroit on Friday.

Review

"Battle of Rogue River"

(*Columbia*)

HERE again is the tried-and-true story of the U. S. Cavalry in frontier days, of hostile Indians, gunplay, romance and hand-to-hand combat. As produced by Sam Katzman it is routine, but interesting, and the color by Technicolor adds greatly to its visual attractiveness. A competent cast is headed by George Montgomery, Richard Denning and Martha Hyer, and they do well with the familiar situations presented under the direction of William Castle. Douglas Hayes did the story and screenplay.

Montgomery plays a major who takes over a post in Oregon with orders to settle peacefully with the Indians. He finds peace difficult because the Indians are duped into attacking the soldiers and vice versa. On the romantic scale there is not too much harmony either, for Miss Hyer, one of the ladies of the settlement, doesn't like Montgomery's ways and is not silent about it. The story swells to its climax when it is discovered that Denning, a scout, is actually a pivotal figure in the group causing the continuation of the fighting. The elimination of the traitor, via the two-fisted route, is the prelude to peace.

Michael Granger is well cast as an honorable Indian chief. Others in a lengthy list of players include John Crawford, Emery Parnell, Freeman Morse, Bill Bryant, Charles Evans, Lee Roberts and Frank Sully.

Running time, 71 minutes. General classification. For March release.

Tax Stand

(*Continued from page* 1)

missions or other excises must be offset by new or increased excises.

The Administration stand was contained in a statement issued by Secretary of the Treasury Humphrey, and approved by the White House prior to its issuance. The statement was aimed mainly at combating a Democratic drive to increase personal income tax exemptions, and is not likely to have much effect on feelings among Republican Congressmen that some excises should be cut this session.

In the action on administrative provisions of the Internal Revenue Code, the committee made several changes of interest to the industry.

One Revision Suggested

One change would levy a new one per cent per month charge on underpayments of taxes to depository accounts. These are the accounts where corporations must deposit currently the amounts they withhold from employes' salaries. At present, there is no penalty on underpayment, so long as the corporation meets all its liability on its final return.

Republic Gross

(*Continued from page* 1)

ness abroad "continued to improve in 1953 although exchange restrictions and regulatory legislation continued in many important foreign markets."

Stating that the company anticipates a substantial increase during 1954 in its services to television producers, Yates says "We are expanding Trucolor facilities in our laboratories so as to be in a position to handle color printing for television."

The company's consolidated balance sheet shows current assets of $15,131,946, of which $2,459,572 is in cash; $2,633,293 in accounts receivable, and $9,628,720 in inventories. Current liabilities amounted to $8,424,623.

Tillman Opens Drive-In

PORTLAND, Ore., Feb. 28.—Clarence Tillman, operator of the Canyon Drive-in, is among the first to open the 1954 outdoor theatre season in this area.

Carrier Rate Case

(*Continued from page* 1)

tified public accountant, submitted figures showing company's total revenue for 1953 was $329,724, against operating expenses of $321,622. He reported that with deductions for "interest and contributions," its net was $4,123. Film revenue totaled $234,852.

McCrillis did not have a breakdown for operating expenses on films—a point which counsel for the Schine circuit, Smalley Theatres and independents complained.

Charles Horwitz, Schine Circuit control expenditures executive, testified that film delivery charges had "jumped considerably" in the past several years, and he claimed that service had been reduced. He and Howard M. Antevil, Schine attorney, pointed to the rate increases granted the petitioner since 1948, including one last year. Leonard L. Rosenthal, attorney for Smalley and Northern New York independents, argued similarly.

Zone manager Richard Kemper represented Dipson Theatres, of Batavia, N. Y.

CinemaScope Prices High, Says SCTOA

LOS ANGELES, Feb. 28.—Reduction of raised admission prices for CinemaScope productions is the subject of correspondence between the Southern California Theatre Owners Association and 20th Century-Fox.

Harry C. Arthur, Jr., president of SCTOA, maintains that the industry would benefit if CinemaScope was to be offered to the public at regular prices. Arthur contends that the advanced sales have the effect of lessening attendance by regular patrons and that the distributors would do better if they would ask rentals permitting retention of the regular prices.

Al Lichtman, 20th-Fox director of distribution, however, points out that the distributor is not allowed to interfere with admission prices, and pointed out that the public is willing to pay a premium for quality.

'Pinocchio' Held Over

BOSTON, Feb. 28.—Walt Disney's "Pinocchio" has been held over in all major and minor key New England situations that have completed their scheduled playing time of the picture, according to Hatton Taylor, RKO Radio branch manager here.

Goldwyn

(*Continued from page* 1)

president concluded his denial with the assertion that, "In view of what you (Goldwyn) are now saying, I wish our conversation had been put in writing."

Said Goldwyn in rebuttal: "Mr. Johnston's denial is contrary to the facts. He did assure me, as I have stated, that he would call such a meeting and I had sufficient confidence in his integrity to believe it was not necessary to ask him to put that in writing. I see I was wrong in that respect."

Johnston maintained in his denial that he had told Goldwyn to put any specific suggestions the producer might have for "modernizing" the Code into writing and they would be considered by directors of the Motion Picture Association at some future meeting. The MPAA maintains that no specific proposals for Code changes ever were submitted in writing by Goldwyn.

Johnston Due in U.S. At End of This Week

Eric A. Johnston, president of the Motion Picture Association of America, is due to return to the U. S. either Friday or Saturday from Argentina, it was learned here.

Johnston, before leaving for South America to attend the Brazilian film festival, in addition to making a trip to Argentina, said there probably would be a meeting of MPAA board of directors on his return. The MPAA board's annual meeting, held frequently in March, could be convened on Johnston's return. The MPAA president upon reaching the U. S. is slated to remain in this country about two weeks before departing on his Ambassadorial mission to the Middle East, with a stop-over in Paris to examine the French situation, slated.

Jules Levey Acquires 'Versailles Story'

Independent distributor Jules Levey has acquired the Canadian rights to "The Versailles Story" and will release the French-made film in April.

The picture has an international cast, including Claudette Colbert, Sacha Guitry, Orson Welles, Micheline Presle and Jean-Louis Barrault. Guitry also wrote and directed.



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Exhibitor Reaction

GoldensonSees Value in Lens Of Tushinsky

Renders Report as Para. Plans to Show Vistavision

Great possiblities for the variable anamorphic Tushinsky lens were seen by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, yesterday on his return from Hollywood where he saw a demonstration of the process at the RKO Radio Pictures studio.

Goldenson's comment came on the eve of today's slated unveiling of Paramount's Vistavision system on the Coast for the press. It was not known here yesterday whether today's demonstration will include test film shots of the Tushinsky process, too, a process for which Paramount is negotiating. A Paramount spokesman stated, however, that the Tushinsky lens is adaptable to Vistavision, increasing the flexibility of the latter

(*Continued on page* 4)

Telecasters Lauded On Code Observance

WASHINGTON, March 1.—Leaders in government and industry have complimented television broadcasters for their program of self-regulation through the television code of the National Association of Radio and Television Broadcasters.

Today marks the start of the third year of operation of the code, and the NARTB released a group of messages congratulating the industry. Senate Commerce Committee Chairman Bricker (R., O.) said: "Television broadcasters should continue

(*Continued on page* 4)

Prudential Builds 'Scope Drive-In

A 1,000-car drive-in, equipped for CinemaScope presentations, is to be built at Somerville, N. J., by Prudential Theatres and Rapf & Ruden, Arthur M. Rapf announced here yesterday. No decision on the type of sound to be installed has been reached, it was stated.

Prudential Theatres and Rapf & Ruden now operate the Cort Theatre in Somerville. Recently they have spent $200,000 in converting this house for CinemaScope and installed air conditioning.

A-A Plans to UpProduction

HOLLYWOOD, March 1.—A special meeting of Allied Artists stockholders will be held here on March 23 to vote on increasing the company's capital stock by authorizing 150,000 shares of $10 par cumulative preferred stock.

If approved, the $1,275,000 proceeds of the new issue after payment of underwriting commissions and expenses will be used for expansion of AA's production program and general operating purposes, according to Steve Broidy, president.

Broidy also disclosed that for the 26 weeks ended Dec. 26, 1953, AA had consolidated net profit, unaudited, of $180,871 after provision of $181,000 for Federal income taxes. For the 52 weeks ended June 27, 1953, AA reported a net profit of $411,112 after provision of $350,000 for Federal income taxes. Net for the first half of that fiscal year was $166,771.

AA's income for the first half of the current fiscal year was $5,359,196;

(*Continued on page* 5)

Police Censorship Unlikely in Ohio

COLUMBUS, O., March 1.—There is little threat of local police censorship in Ohio should the state censor laws be repealed, according to Robert Wile, secretary of the Independent Theatre Owners of Ohio. Wile said that several theatre owners had queried him about how to guard against "being closed up by the police or other groups if censorship is abolished."

Wile said there is little danger of

(*Continued on page* 5)

Cut to 10% Sure

HOUSE LEADERS FAVOR LOWER TAX

U.S. Tax Fight May Be Over This Month

WASHINGTON, March 1.—The industry will probably know the outcome of its fight for admissions tax relief by the end of this month.

Unlike last year, when the tax campaign dragged on for months, this year's effort should be a short one. That's because the Republican leaders in Congress have decided that whatever they do about cutting the admissions tax and other excises should be included in a bill extending certain other excises that are scheduled to drop automatically on April 1. Since Congress must act on this bill by April 1, the industry should know its fate by then, too.

But Republicans Will Resist Its Elimination; Compo Faces Hard Fight

By J. A. OTTEN

WASHINGTON, March 1.—The House Republican leadership has definitely decided to support a reduction in the 20 per cent admission tax to 10 per cent.

However, the leadership will resist efforts to cut the tax further. That means that any further cut will depend on how good a job the Council of Motion Picture Organizations can do on individual members of the House Ways and Means committee and of the House itself.

Whatever COMPO's tax committee does, it will have to be done fast. The reduction in the admission tax is to be included in a general excise rate bill which the House Ways and Means committee will vote on later this week, possibly Wednesday. Chairman Reed (R., N. Y.) may introduce

(*Continued on page* 5)

Name IMPDA Group For FTC Complaint

A special committee to document the recent complaint filed with the Federal Trade Commission against Italian Films Export by the Independent Motion Picture Distributors Association has been appointed by the IMPDA. The committee is expected to appear before the FTC at an early date.

At a general membership meeting of the association, the special committee also was directed to investigate

(*Continued on page* 5)

'Flexibility' of New Paramount System, Other Facets, Explained by Weltner

LONDON, March 1.—The "essential requirements of flexibility" as embodied in the new Paramount system, which is to be unveiled in Hollywood tomorrow, was emphasized here by George Weltner, president of Paramount International.

Weltner, passing through London on the last leg of a seven-week world tour, said that "our policy is not to produce films for just a few big theatres but to make them acceptable for 95 per cent of the theatres in the world. Hence the essential requirements of flexibility. The exhibitor can have all or part of these new devices, or, in fact, none at all, for our films can also be projected over conventional systems. The cost of the package would be less than a tenth of existing new designs with their multi-track systems."

He went on to say that a new screen developed by Paramount makes masking automatic as required in a given film. The masking, he explained, is for use on giant panoramic screens when it is desired to retain the quality of an intimate scene.

Defend Rackmil to Decca Stockholders

The role of Milton R. Rackmil as president of both Decca Records and Universal Pictures was strongly defended here yesterday in a Decca management letter to stockholders.

The letter was sent out in answer to the charges made by former Decca director George L. Lloyd, alleging that Rackmil is a "one-third part-time president" and should be replaced in a proxy contest.

Management in its reply stated that

(*Continued on page* 4)

Partmar Asks High Court to Reconsider

WASHINGTON, March 1.—Partmar Corp. has asked the Supreme Court to reconsider its Feb. 8 ruling that the Los Angeles theatre firm has no right to a further trial of its damage claims against Paramount.

The high court ruled against Partmar by a 5 to 2 vote, affirming the opinion of both the Los Angeles District Court and the Ninth Circuit Court of Appeals. All three decisions said that the courts' rejection of

(*Continued on page* 5)

Personal Mention

BEN GOETZ, in charge of M-G-M production in England, arrived here yesterday from London and will leave New York today for the Coast.

•

VINCENT TROTTA will lecture tonight to advertising students of the Art Directors Club in the Young & Rubican auditorium here on the subject of poster art and reproduction.

•

MYRT T. BLUM, head of the Business Administration Co. of Beverly Hills, will be married at the Hotel Pierre here today to RUTH RHODES, fashion designer.

•

FORTUNAT BARONAT, director of foreign publicity for Universal-International, will leave New York today for Buenos Aires.

•

NORMAN PANAMA and MELVIN FRANK, producer-writer-director team, left here yesterday by plane for Hollywood.

•

RONALD NEAME, British producer, will arrive in New York today from England aboard the "Queen Elizabeth."

•

M. J. E. MCCARTHY, manager of the Allied Artists Los Angeles exchange, will leave there today for Phoenix.

•

L. D. NETTER, Jr., general sales manager of Altec Service Corp., and E. O. WILSCHKE, operating manager, have left New York for Chicago.

•

ELIZABETH TAYLOR and MICHAEL WILDING will arrive in New York today on the "Queen Elizabeth" from Southampton.

•

BERNARD LEWIS, promotion manager of I. F. E. Releasing Corp., will leave here today by plane for Atlanta.

•

SAM ZIMBALIST, producer, will leave here today for Hollywood.

Chicago Police Head Will Screen 'Line'

CHICAGO, March 1. — Police Commissioner O'Connor has bowed to pressure from reform and religious groups here and will personally screen "The French Line," although the picture already has been passed by the Police Censor Board. "The New World," official newspaper of the Archdiocese of Chicago has been conducting a spirited campaign against the forthcoming showing of the picture at the Essaness Woods. O'Connor could pass the picture as is, could cut objectionable scenes, or ban it completely.

'Miller' Held Over In 141 Engagements

Universal-International' "The Glenn Miller Story" has been held over in its first 141 engagements, Charles J. Feldman, vice-president and general sales manager, said yesterday.

Chicago's First Run Grosses Off Slightly

CHICAGO, March 1. — First run business continues in a slight slump here, although there are a few bright spots such as the Oriental, where "New Faces" heads for a good first week of about $38,000; the Palace, where "This Is Cinerama" should top $40,000 again in its 31st week; and the World Playhouse, where "Rome, 11 O'Clock" expects to hit a fine $4,500 after racking up $8,000 and $6,000 in the first two weeks of its run there.

Also holding up well are "The Glenn Miller Story," $43,000 in its third and final session at the Chicago; "Hell and High Water," topping $26,000 in a second round at the Woods; "Money from Home," giving the RKO Grand an excellent $13,000 in its fourth and last week; "Knights of the Round Table," still doing well at $26,000 for a fifth week at the State Lake, and "The Man Between," spinning the wicket for a fair $15,000 opening week at the Loop.

Fading rapidly are the McVickers, dropping to $12,000 with "She Couldn't Say No" and "Marry Me Again"; the Monroe, tumbling to $3,500 in a third week of "Forever Female," and United Artists, sliding to a weak $14,000 or less with "Bait" and "Man Crazy."

$632,000 for 'Marry' At Globe and State

"How to Marry a Millionaire" has netted $632,000, after amusement taxes, in its two New York world premiere engagements at Brandt's Globe and Loew's State theatres, according to a statement released at the weekend by 20th Century-Fox.

At the Globe, where the film on Friday closed its run of 16 weeks and four days, the take was $342,000. At the State, where the comedy bowed Nov. 9 simultaneously with the Globe, a gross of $290,000 was recorded in a six-week, six-day engagement.

"Go, Man, Go" will have its New York premiere at the Globe here on Tuesday, it was disclosed here yesterday by William J. Heineman, vice-president in charge of distribution for United Artists.

Guild Books 'Queen' To Open Thursday

"A Queen's Royal Tour" and "The Royal Symphony," two J. Arthur Rank presentations in color, which have been acquired for release by United Artists, will have their American premiere at the Guild Theatre here on Thursday, William J. Heineman, UA vice-president in charge of distribution, disclosed at the weekend.

Filmed in Eastman color, "A Queen's Royal Tour" covers the Royal Couple's tour of the Far East.

Mrs. Louis Berg Dies

Funeral services for Mrs. Pearl Berg, wife of Louis Berg, entertainment editor of This Week magazine, were held here yesterday at the Riverside Memorial Chapel. Mrs. Berg, the former Pearl Wiesen, died Sunday.

Set March 15 for Schine Case Trial

BUFFALO, March 1. — There will be no more postponements of the Schine circuit divestiture case, Federal Judge John Knight ruled today in granting a postponement of the trial to March 15. The case was scheduled to start before Judge Knight today. The trial must start on March 15, he said.

Balto. Trust Suit Names Loew's, 20th

BALTIMORE, March 1.—The Edmondson Village Theatre, which claims to be the top-grossing neighborhood theatre in Baltimore, has filed a damage and injunction anti-trust suit against Loew's 20th Century-Fox and the Durkee Circuit.

The theatre alleges that even though it bids higher for first neighborhood run films than Durkee's nearby Edgewood Theatre, Loew's and 20th-Fox have been giving the films to the Edgewood because it is part of a circuit. Edmondson seeks an injunction and $50,000 damages trebled to $150,000.

The suit, filed by Baltimore attorney Paul Due and Washington attorney Robert Sher, says that Edmondson does not have this problem with other distributors and did not have the problem with Loew's and Fox until about a year ago. The Edmondson Village Theatre, according to the suit, is a focal point in a large shopping area, with parking space for 1,300 cars, and has been Baltimore's top-grossing neighborhood theatre since it opened in 1949.

John Deery, 67

BOSTON, March 1.—Funeral services for John A. Deery, 67, owner and operator of the Paramount and Empire Theatres in Salem, will be held at his Salem home Wednesday, with requiem mass at Immaculate Conception Church. Deery died in Ft. Lauderdale, Fla.

O'Connor Granddaughter

Kathleen Sheehan, two-year-old granddaughter of Thomas F. O'Connor, vice-president and treasurer of RKO Theatres here, died Saturday in Brazil, Ind., and funeral services will be held at the Park Abbey Funeral Chapel, the Bronx, Thursday morning.

Mrs. Louisa Paull Dead

SAN FRANCISCO, March 1.—Mrs. Louisa Paull, 80, mother of Gladys Paull, head contract clerk in the Warner Brothers exchange here, died following a heart attack at her home in nearby San Jose.

Adolph Pick, 72

CLEVELAND, March 1—Adolph Pick, 72, auditor for the Loew houses here when they were operated by the late Fred Desberg, is dead. A son and daughter survive.

Defense Department Awards Certificate To Universal-Int'l

HOLLYWOOD, March 1.—A certificate of esteem has been awarded to Universal-International by the Department of Defense for patriotic service in pioneering overseas entertainment junkets for the Armed Forces throughout the world.

Edward Muhl, U-I vice-president in charge of production, accepted the certificate from Col. Joseph F. Goetz of the Armed Forces professional entertainment branch.

SAG Signs TV Pacts In Cleveland, S.F.

HOLLYWOOD, March 1.—Contracts of the Screen Actors Guild have been signed with leading film producers of Cleveland and San Francisco covering actors in television film commercials. Similar agreements had been closed previously with producers in New York, Chicago and Los Angeles. Negotiations are proceeding with producers in Detroit, Boston, Cincinnati and Pittsburgh.

Harris to CBS Post

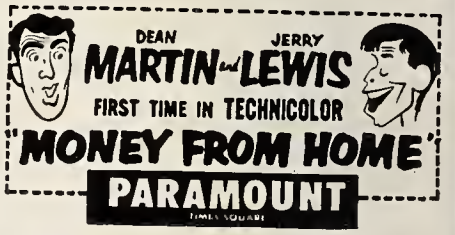
Lesley Harris, formerly vice-president of Bernard Schubert, Inc., has been named vice-president and general manager of CBS-TV Films Sales, Inc.

To Cite 'Robe' Painter

Artist Dean Cornwell will be honored at the Illustrators' Society clubhouse here tomorrow for his paintings for "The Robe." Bruce Barton will preside at the scroll presentation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
LUCILLE BALL • DESI ARNAZ
in
"THE LONG, LONG TRAILER"
Photographed in Ansco Color
Print by Technicolor • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION





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NOT SINCE *Frankenstein*

HAS HORROR PAID OFF LIKE THIS!



RECORD BUSINESS: Doubled the gross of any previous U-I picture at Broadway-Capitol Theatre, Detroit.

RECORD BUSINESS: Set all-time house record, Century Theatre, Grand Rapids, Mich.

RECORD BUSINESS: Set all-time house record, Lucon Theatre, East Lansing.

RECORD BUSINESS: Set all-time U-I house record, Capitol Theatre, Kalamazoo.

RECORD BUSINESS: Set all-time U-I house record, Franklin Theatre, Saginaw.

RECORD BUSINESS: Set all-time U-I house record, Family Theatre, Monroe.

RECORD BUSINESS: Set all-time U-I house record, Strand Theatre, Flint.

RECORD BUSINESS: Set all-time U-I house record for regular admission film, Strand Theatre, Pontiac.

and Out-grossed Mississippi Gambler, Washington Theatre, Bay City.

Out-grossed Mississippi Gambler and Bend of the River, Riviera Theatre, Port Huron.

CREATURE FROM THE BLACK LAGOON

AVAILABLE IN BOTH 3D AND 2D

Universal International

starring

RICHARD CARLSON · JULIA ADAMS with RICHARD DENNING

ANTONIO MORENO

Directed by JACK ARNOLD · Screenplay by HARRY ESSEX and ARTHUR ROSS · Produced by WILLIAM ALLAND · A Universal-International Picture

Goldenson

(Continued from page 1)

system, and he indicated that Paramount is very close to signing a deal for the Tushinsky lens.

The AB-PT president said that at the demonstration he saw a reel of Walt Disney's "Fantasia," projected at an aspect ratio of 1:33 to 1 and 3 to 1, through the utilization of the Tushinsky variable lens. In addition, shots of an upcoming RKO Radio production filmed in the process were shown, he stated. Saying it was "very interesting," Goldenson added that it "offers great possibilities."

Walter Reade, president of Theatre Owners of America, who returned from the Coast where he reportedly saw a private demonstration of Paramount's Vistavision process and the Tushinsky system, declined comment at this time.

The Vistavision system, according to a Paramount spokesman here, will not make stereophonic sound theatre installations mandatory. He went on to explain that Paramount may include stereophonic sound in future productions, but that these productions also will be available without stereophonic sound. Regarding Paramount's approach to sound, it was said that Paramount favors an optical sound track rather than magnetic tracks as embodied in the 20th Century-Fox CinemaScope system.

The role of the Tushinsky lens, developed by Joseph and Irving Tushinsky of the RKO Radio studio, in Paramount's Vistavision system is that it aids the correction of the lighting problem for extra-large screen projection, it was explained. Vistavision, it was added, with a higher aspect ratio may, in many situations, cover a wider picture area and therefore could use additional light. Vistavision, on its own, it was stated, is flexible within an aspect ratio of 1:66 to 1 to 2 to 1, offering excellent definition.

Wilber Snaper, former president of Allied States Association, who reportedly attended the same demonstrations as TOA's Reade, was enroute to New York yesterday and unavailable for comment.

Meanwhile, it was learned that RKO Radio Pictures has three productions filmed with the Tushinsky lens which could be presented in the process as well as in conventional form. The three are: "Susan Slept Here," "Desperate Men," and "Big Rainbow."

Directs TV Promotion

Terry Turner and Don Thompson of General Teleradio, Inc., have been retained to handle radio and TV promotion for "The Best Years of Our Lives" in Ohio and "The Mad Magician" nationally.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

IN a speech last week before the Newport News (Va.) Education Association, Edward Stanley, NBChief of public service programs, predicted that "television will become the greatest aid of the teaching profession . . . and likely to increase newspaper circulation (when) having seen an event (on TV) people also like to read about it to learn what it means, why it occurred." . . . Chalk up as one of the best of the entire "Kraft Theatre" repertoire, last week's production of "Gallin, All-America" (NBC-TV), a delicate story by Nicholas Baehr, beautifully portrayed. The entire cast including Don Dubbins, Judson Pratt, Johanna Roose, Burl Cass and Patsy Brunder, each turned in a flawless stint. As for Ed Herlihy, his announcing chores were delivered par excellence, as usual. . . . Harry Wismer back in our "wonderful city" from a week end trip to Greenville, South Carolina, where he was principal speaker at the testimonial dinner to Fran (Mr. Basketball) Selvy, who has copped almost all the scoring marks in collegiate basketball.

☆ ☆ ☆

This chronicler has waxed enthusiastic about the varied talents of Johnny Olsen ever since the days when we first heard his "Rumpus Room" WMTJim-dandy series in Milwaukee back in 1944. Johnny and his charming wife Penny came to New York soon afterwards and together they've built up a national following among kids from six to 60, numbering in the millions. However, it wasn't till last Friday, did we learn that the distaff Olsen besides being a a terrific 'straight man' on his programs, can also trill with the best. No wonder Johnny calls here his "million dollar Penny." . . . Animated Productions, Inc., will film five one-minute and five 10-second animated Tastykake commercials and station-breaks, utilizing Al Stahl's novel cartoon presentations, for Gray & Rogers. . . . Colonel Productions (Wilbur Stark, Jerry Layton and George Scrimshaw) will present Denise Darcel in a series of half-hour TVehicles starting late next month. The package titled "Chez Denise" will provide the screen star with ample opportunities to display her talents.



Penny Olsen

☆ ☆ ☆

RECOMMENDED: Bill Tabbert, whose unforgettable singing in Rogers & Hammerstein's "South Pacific" was magnifico, for his own TV series. He's currently filling in for Robert Alda on "Your Show" these mornings at 10:30 TVia ABC. . . . Bill Harrington's all-round entertaining daily at noon over WNEW. . . . The deliriously funny quips and ad-libs by Jan Murray Sundays on the "WABDollar a Second" quizzer. . . . A network show for lovely Monica Lewis, seen daily over WABC-TV, but only locally . . . The talented "Showcase Theatre Group" of radio and TV artists whose presentation of "Edwina Black" last week at Finch College Theatre on Park Ave. was an histrionic highlight. . . . Garry Moore on any program at any time.

☆ ☆ ☆

DEE JAYWALKING: Paramount flacks are doing a fine exploitation job on "Red Garters" via a disk jockey campaign, combining pix personality interviews and constant spins of platters featuring the 11 songs dubbed in the rousing musical Western. . . . Bill Luckinbar has formed a new recording firm, Quality Records, and the initial release featuring Marco Polo warbling, "Have a Heart" flipped with "Disappointed," can prove an ace. . . . Smoky Warren has signed Rusty Starr and his Western Ramblers to a long-termer. . . . Sleeper of the year is Guy Lombardo's Decca platter of Luigay's (He penned "La Vie En Rose") "Mademoiselle Hortensia," an up-tempo waltz that makes your feet misbehave.

☆ ☆ ☆

DOTS ALL. . . . Ruth Gilbert has joined Stark-Layton Productions as ass't to Jerry Layton. Lisa Kirk to guestrill Friday at 8 p.m. on "Dave Garroway Show" on NBChannel 4. . . . Ziv's transcribed "Red Skelton Show," half-hour radio series, has been sold in 453 markets and 94 per cent of the stations and sponsors have bought the full five-times-a-week schedule. A John L. Sinnsational accomplishment. . . . Mike Wallace will emcee "The New Revue," a half-hour Friday at 5:30 p.m. TV CBSeries which will be beamed in color and will feature Toni Southern, David Daniels and the Honeydreamers with the Norman Paris Trio. Ted Fetter is the producer with Jerry Shaw, director.

Telecasters

(Continued from page 1)

support of this code and the voluntary self-regulatory program which it represents." House Commerce Committee chairman Wolverton told the NARTB that "I am confident that your industry will continue to prefer self-regulation to government regulation. Effective self-regulation, however, requires continued adherence on the part of the members of the industry to proper standards of conduct."

Hyde Pays Tribute

Federal Communications Commission chairman Rosel Hyde declared that "the code marks a significant step forward in the process of voluntary self-regulation on the part of the industry." Martin H. Work, executive secretary of the National Council of Catholic Men, wrote that "in the days when so many of those responsible for the various communications media are confusing liberty and freedom of speech with license and unrestrained expression of ideas, it is encouraging to realize that the television broadcasters are celebrating the second anniversary of their self-regulator code."

Other messages of congratulations came from the broadcasting and film commission of the National Council of Churches, the U.S. Chamber of Commerce and the American Association of Advertising Agencies.

Rackmil Defended

(Continued from page 1)

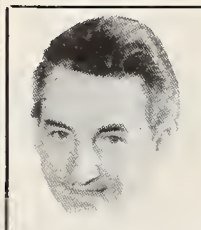
Decca stockholders own not only all of Decca but also approximately two-thirds of Universal. The letter went on to say that "Rackmil gives his full time and his full attention both to Decca and to its subsidiary, Universal Pictures, which together provide your dividends." The letter added that Rackmil's compensation from both companies "is less than is paid to chief executives of comparable companies."

Three Film Men Drop Interest in WSJL-TV

HARTFORD, March 1.—Matthew Fox, president of Motion Pictures for Television, Inc.; Lewis F. Blumberg, son of Nate Blumberg, chairman of the Universal-International board of directors, and Basil Estreich, associated with Fox for the past eight years in legal and executive capacities, have withdrawn their interests in WSJL-TV, television station in Bridgeport, Conn. Harry Liftig, business executive of Ansonia, Conn., has acquired full control of the station.

Union, N.Y. Studio Sign

Gray-O'Reilly Studio, producers of commercial and industrial films, has signed a long-term agreement with the Association of Documentary and Television Film Craftsmen (CIO) covering working conditions, wages and hours for all categories of film technicians.


Organ Magic
of
JACK WARD
on TV and Radio
37th Week at
Rainbow Room
Radio City, N. Y.

Tax Cut

(Continued from page 1)

the excise rate bill in the House today. Roughly, it would extend current excise rates on liquor, tobacco, gas and autos, now scheduled to drop on April 1, and would cut to 10 per cent all other excise rates now above that level.

The House leaders hope to have the bill up on the House floor and passed some time next week.

The crucial voting will be in the Ways and Means committee since tax bills are usually handled on the House floor under a ruling which bars changes.

COMPO's tax committee faces an uphill fight to get greater relief in the House, especially since the Ways and Means committee seems inclined to go along with the leadership's decision. Nonetheless, exhibition leaders started arriving in the Capital today to contact Ways and Means committee members and to seek greater relief than reduction to 10 per cent. Among exhibitors already on hand are Russell Leddy of Wisconsin, Jack Bomar and K. K. King of Arkansas and Hallie Gilbert of West Virginia.

The Treasury Department disapproves of the across-the-board excise-cutting plan, Secretary Humphrey said. He indicated the Treasury is now prepared to go along with "selective" cuts on excises—presumably, including the admission tax, since President Eisenhower promised relief in this field in his veto message of the Mason repeal bill last year. Nonetheless, the Treasury is not expected to make any strong attack on the excise-cutting plan in the House, such as is now planned against the Democratic-sponsored increase in individual income tax exemptions.

A House Ways and Means committee meeting scheduled for today was postponed. Committee officials said the committee did not have any business ready for action.

Coyne 'Briefs' Newspapers In 'E. & P.' Editorial

In an interview printed in the current issue of "Editor & Publisher," trade paper of the newspaper business, Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, outlines in detail the reasons for the film industry's campaign for repeal of the admission tax. "With ruin literally at our heels," said Coyne, "we simply want the newspapers to have the facts upon which to base a fair appraisal. We do not ask for publicity but for understanding."

"In last year's campaign in which Congress revoked the tax, after which the President vetoed the Mason Bill," continued Coyne, "we were shocked when some influential newspapers took a position against us, although the great majority of the papers that commented on the subject supported us. We feel that those editors who criticized the elimination of the 20 per cent tax, supposed to have expired six months after the end of the war, but still in effect nine years later, had not been briefed by the industry on existing conditions."

COMPO's present plan is for newspapers to receive the same documented reports regarding the precarious position of the industry as are given to Congressmen.

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in requirements of the
Motion Picture Industry
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Independent Plans 2 With Tushinsky Lens

HOLLYWOOD, March 1.—Plans for the production of two Technicolor features, to be shot in the new Tushinsky variable anamorphic process, were disclosed here today by producer-writer Irwin Allen.

Allen, who recently resigned from RKO Radio Pictures to form his own independent production company, Windsor Productions, has opened negotiations with RKO Radio Pictures for distribution of the films.

IMPDA

(Continued from page 1)

the alleged suppression of competition in the distribution of Spanish-made pictures and the latest proposal for an agreement between the Motion Picture Export Association and French film producers.

The committees consists of Jules Levey, Max Goldberg and Jack Hoddberg. Arthur L. Mayer, IMPDA president, will serve as an ex-officio member of the committee and Ephraim S. London will act as general counsel.

Other Chairmen Named

Other committees and their chairmen set up by the association were: public relations, Edward Harrison; trade practices, Carroll Pucciato; distribution and credit, Levey; relations with government agencies, Hoffberg, and grievances, George Roth.

In its complaint to the FTC, the IMPDA asked the commission to "take steps to prevent IFE from continuing in the business of distributing films in the United States," charging that IFE had interfered with free enterprise and competition in the distribution of Italian pictures.

The annual meeting of the IMPDA has been scheduled for March 31 in New York, Mayer said.

USIA to Develop TV Program Abroad

WASHINGTON, March 1.—The U. S. Information Agency has sent a top broadcasting official to London to develop the use of television in the overeas information program, it was announced.

The official is Patrick Campbell, former vice-president of Don Lee-MBS and a early film industry worker.

A-A Plans

(Continued from page 1)

expenses for the period amounted to $4,997,325. Income for the corresponding period of the previous year was $4,540,684.

Total current and working assets as of Dec. 26, last, were $6,123,279, and current liabilities were $3,553,648, both unaudited.

Broidy stated, "An analysis of box office returns from 'Riot in Cell Block 11', which to date has opened in four of the most important territories of the country—New York, New England, Texas, and Michigan—reveal that the picture is running ahead of 'The Babe Ruth Story' during its corresponding time of release and which to date has had a domestic gross of more than $2,000,000."

On the basis of this comparison, Broidy added, "The film should easily prove to be the best grosser in the history of Allied Artists as well as the most profitable."

Censorship

(Continued from page 1)

such action if exhibitors play only pictures which have MPAA or Production Code seals. "The Motion Picture Association and the distributor of the picture will defend any attempt to close a theatre showing a picture with a seal," said Wile.

Fine Screening Necessary

"Pictures without a seal will have to be closely examined and screened by any exhibitor who wants to play them," Wile warned. "He should also protect himself with a clause in his contract that the distributor will be responsible for any damage caused by the closing of the theatre," he said. "However, there is little police censorship in those states which do not have state censorship, so there is no reason to believe that there will be any in Ohio." Wile said the question is still "academic" since there is no immediate prospect of repeal of the state censor statutes.

The Columbus "Dispatch" commented editorially that the "hit or miss nature of police power bans" and the "widely-varying attitude of individual judges with respect to local censorship" made the "mild and tolerant brand of censorship such as Ohio's to be regarded as a very minor evil." The "Dispatch" said that Ohio is faced with a "flood of pictures found, over the years, to be unfit for general exhibition."

Three Instances Mentioned

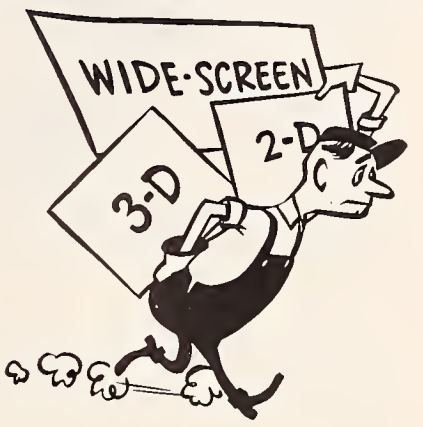
The newspaper referred to the imminent resubmission to the censor board of previously banned pictures like "The Miracle," "The Outlaw" and "Ecstasy." The "Dispatch" reminded its readers that it had predicted just such a situation following the U. S. Supreme Court ruling in the "M" and "La Ronde" cases.

Partmar Asks

(Continued from page 1)

Paramount's plea to evict Partmar also barred any decision on Partmar's counter-claims for damages against Paramount. In a rehearing petition just filed, Partmar argues that this decision gives Paramount a far greater gain, in cutting off Partmar's damage claims, than Paramount would have obtained from evicting Partmar in the first place.

EXHIBITOR'S CORNER



Q. *HOW CAN THE SMALL THEATRE handle all the new motion-picture techniques?*

A. ***Today,*** the small theatre, with relatively modern projectors and lamps, can be equipped for all the new techniques for a reasonable investment. New plastic screen material now lets you handle standard, 3-D, and wide-screen pictures on the same screen, simply by opening curtains to the proper width. New stereophonic sound packages are well within the typical budget. Installation can be made without costing you a minute of showing time. If you've waited for prices to come within your range, now is the time to buy.

Q. *WHO HAS THE ANSWERS on the new techniques?*

A. ***Your local independent RCA Theatre Supply Dealer*** can explain to you just how inexpensive the new equipment is. It will pay you to contact him today.

RCA®
RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N.J.

VARIETY

'HELL' SOCKO! —Baltimore

'HELL' HOTSY! —Chicago

'HELL' TORRID! —Louisville

'HELL' POWERFUL! —Buffalo

'HELL' SOCKEROO! —Seattle

'HELL' BIG! —Denver

'HELL' HIGH! —Cleveland

'HELL' HUGE! —Philadelphia

20th Century-Fox's

"Hell and High Water"

TECHNICOLOR-DELUXE

CINEMASCOPE

IN THE WONDER OF STEREOPHONIC SOUND

...and the same HIGH grosses in Milwaukee, Miami, Des Moines, Providence...EVERYWHERE!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 41 NEW YORK, U. S. A., WEDNESDAY, MARCH 3, 1954 TEN CENTS

Bill Reducing Ticket Tax To 10 Per Cent Introduced

Action Speeded on Republican Leadership's Excise Cutting Measure; Ways and Means Committee May Report the Bill Out Today

By J. A. OTTEN

WASHINGTON, March 2.—House Ways and Means Committee chairman Reed (R., N. Y.) today introduced in the House the official GOP leadership's excise-cutting bill, including a reduction in the admissions tax to 10 per cent.

The Ways and Means Committee is scheduled to meet tomorrow to report the bill out. Indications are that it will be passed in the House some time next week. Under the bill, the reductions would be effective April 1.

All signs are that the leadership will resist any attempts to reduce any excise more than is proposed in the Reed Bill. The industry's job in getting greater relief in the House is made more difficulty by the speed with which the excise bill is now moving and by the fact that tax bills are usually considered in the House under a procedure barring any changes from the version reported by the Ways and Means Committee.

Nonetheless, the tax committee of the Council of Motion Picture Organizations was still keeping up the fight, planning to contact members of the Ways and Means Committee and of the House right up to the last minute. If the drive for greater relief fails in the House, the battle will shift immediately to the Senate, since the

(*Continued on page* 4)

For All Houses

Vistavision Is Demonstrated By Paramount

Largest Film Image Is Claimed by Balaban

HOLLYWOOD, March 2.—Paramount Pictures today demonstrated to the press at the studio here the new Vistavision process which the company claims "presents the largest film image ever seen on any theatre screen anywhere."



Barney Balaban

Barney Balaban, president of Paramount, summarized the showings as follows: "This Vistavision process eliminates grain and fuzziness and provides an overwhelming picture with complete

(*Continued on page* 4)

Aspect-Ratio Choice Wide for Para. Films

By WILLIAM R. WEAVER

HOLLYWOOD, March 2.—Paramount today demonstrated to the press that it is in a position, as reported exclusively in the Feb. 24 edition of MOTION PICTURE DAILY, to sell the exhibitor pictures in his own choice of aspect-ratio. The first pictures to be offered under this policy, which permits of exhibition in a range of ratios from standard to 3-1, will be "White Christmas," filmed

(*Continued on page* 4)

Photoplay Awards to Monroe, Ladd, Col.

Marilyn Monroe, Alan Ladd and Columbia's "From Here to Eternity" are the 1953 winners of the annual Photoplay Magazine gold medal awards, which are determined by the opinions of the nation's audiences. The actress, actor and motion picture were designated as the most popular for 1953 in a nationwide poll of America's patrons.

Gold medals will be awarded the

(*Continued on page* 5)

Liquidation A Possibility for RKO: Hughes

Howard Hughes is not closing the door on possible liquidation of RKO Pictures Corp. In his offer to purchase the company's assets, according to the proxy statement being mailed to RKO stockholders by the management, Hughes has advised the corporation that he "has no plans, with respect to the corporation, except possible liquidation."

The statement, which recommends that stockholders vote to approve the Hughes' offer at the meeting to be held in Dover on March 18, makes clear just how the Hughes' deal would work. If the stockholders approve and if certain other conditions are met, Hughes will pay $23,489,478 cash for all RKO assets. Then Hughes will vote his stock, approximately one-

(*Continued on page* 4)

Equity Lists Scale For 'ANTA Album'

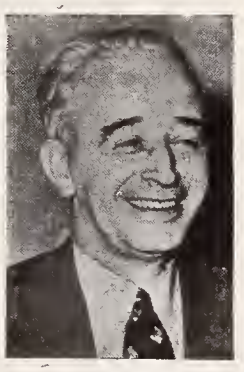
Actors Equity Association yesterday submitted to the American National Theatre and Academy the conditions under which it would permit its members to appear on the ANTA Album, which would be telecast over a closed circuit by Box Office Television to approximately 50 theatres on May 23.

Equity is asking $300 for each performer's appearance, regardless of his

(*Continued on page* 5)

Rodgers, Retired From Loew's, Sets Consultative Plans

William F. Rodgers, whose retirement as a vice-president and sales consultant of Loew's, Inc., was effective last Monday, told a trade press luncheon at the Hotel Astor here yesterday that he will engage in consultative, editorial and other activities in the future on a limited, selective basis.



W. F. Rodgers

The veteran sales executive, now marking his 44th year in the industry, will occupy offices in the Americas (RKO) Bldg. around April 15. Among the proposals already made to him, he said, is one by an exhibitor organization

(*Continued on page* 5)

'Rose Marie'

[*Metro-Goldwyn-Mayer*]
[***CinemaScope***]

Hollywood, March 2

AS EXPERTLY performed against Nature's own dramatic grandeur, and faultlessly photographed in CinemaScope and Eastman color by Paul Vogel, M-G-M's "Rose Marie," sung principally by Anne Blyth, Howard Keel and Fernando Lamas, has excellent exhibition promise. Its exteriors, filmed in the Canadian Rockies and on similar terrain, are breathtaking in their immensity, depth and clarity. They provide a magnificent background for Rudolf Friml's unforgettable melodies, especially his universally beloved "Indian Love Call," which is given full benefit of stereophonic sound.

Last filmed in 1936, before today's ticket-buying generation was buying

(*Continued on page* 5)

'Banana' to Go Again To Md. Censor Board

United Artists is resubmitting "Top Banana" intact for review by the entire Maryland State Board of Motion Picture Censors following its banning, on grounds of a scene featuring burlesque and a dance act termed "indecent," by a single censor acting for the board. If the ban is upheld, it is expected that United Artists will take the case to the Baltimore City Court.

"Top Banana" has been granted Class 'B' approval by the Legion of Decency and has passed state film censors in New York, Ohio, Pennsylvania and Kansas. United Artists previously fought the banning by the Maryland censors of two previous releases, "The Moon Is Blue" and "The Captain's Paradise."

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York by plane today from London, following a month-long business trip to Europe.

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WILLIAM W. HOWARD, RKO Theatres vice-president in charge of operations, will leave here tomorrow on a trip to Detroit, Chicago and New Orleans.

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EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from a cross-country business trip.

•

CONNIE KALSER, president of Marathon TV newsreel, is the father of a daughter born Sunday to MRS. KALSER at Yonkers Professional Hospital.

•

EMERY AUSTIN, M-G-M exploitation manager, has returned to his desk recovered from an attack of intestinal flu.

•

NAT LEVY, RKO Radio Eastern and Southern division manager, will be in Philadelphia and Boston this week from New York.

•

JOHN P. BYRNE, M-G-M Eastern sales manager in charge of the 30th Anniversary sales campaign, is in Philadelphia from New York.

•

RUTH WOODMAN, television scripter, left here by plane yesterday for Hollywood.

•

JEROME J. COHEN, insurance specialist to the industry, will celebrate a birthday on Monday.

•

ALAN LADD will return to New York tomorrow from Europe aboard the "United States."

•

GEORGE MURPHY has returned to New York from Philadelphia.

•

PAULA RAYMOND is in New York from Hollywood.

Fregonese to Spain

Producer Hugo Fregonese left New York Sunday for Madrid to launch preparations for filming his first for Fregonese-Reich Productions, "The Black Sword." This novel by Carlos Blanco will be produced in conjunction with Castilla Films in Technicolor and CinemaScope. Fregonese will use the Estudios Cine Arte in Madrid for his interiors.

'Bandit' Financed

HOLLYWOOD, March 2.—James O. Radford, president of the James O. Radford Corp., has entered into an agreement with the Josef Shaftel Corp., to finance Shaftel's production of "The Bandit," under the direction of Edgar Ulmer, which will go into production on March 20. The company has taken offices at Keywest Studios and will do the interiors there.

Decca Case Hearing Set for March 15

Hearings on the petition to the New York Supreme Court by George L. Lloyd, former director of Decca Records, Inc., against the management of the company, have been postponed to March 15, it was announced yesterday.

Charging that his removal from the company is invalid, the ousted director has accused Milton R. Rackmil, Decca's president, of being a "one-third, part-time president." The company's management has strongly defended Rackmil and charged Lloyd with issuing "half truths and omissions" in an attempt to take over the management of the company.

Censor Bill Changes Up Next Tuesday

ALBANY, March 2.—The Assembly Judiciary committee did not reach today the two Fitzpatrick bills proposing a general as well as a specific clarification of "immoral" in the state film licensing law, and an identical clarification of "incite to crime."

The committee will consider the measures next Tuesday when Assembly committees, except rules, wind up their action on referrals for the present legislative session.

It was because "immoral" as used in the present statute, was too vague that the U. S. Supreme Court recently reversed the state regents' ban on "La Ronde." The bills were drafted to correct this weakness.

Five European Films From Helene Davis

Five new European productions will be released this year through the new foreign film distributing company, Helene Davis Pictures Corp., it was announced there by Helene Davis, president. Casts of the films which come from France and Sweden, include Martine Carol, Silvana Pampanini, Jean Gabin, Jean-Pierre Aumont, Frank Villard and May Britt.

The French films are "Caroline Cherie"; "Secret Document—Vienna"; "Virgin of the Rhine" and "None More Wicked."

From Sweden comes "Illicit Interlude."

'Riot' Grosses $5,100 At Boston Opening

BOSTON, March 2.—"Riot in Cell Block 11" grossed $5,100 on its opening day at the Paramount and Fenway Theatres coming within $12 of setting a new high, but garnering the best mid-week non-holiday business in five years.

A new attendance mark was set at the Stor Theatre where "The Long, Long Trailer" opened last Thursday.

Alfred Burridge, 88

TORONTO, March 2.—Alfred Burridge, 88, who is credited with having given Mary Pickford her first stage role, is dead here. Burridge was identified with various Toronto theatres for 50 years. He retired in 1939.

300-Seat Theatre Installs 'Scope

NEW LONDON, O., March 2.—Installation of CinemaScope is being made at the 300-seat Karolyn Theatre here, believed to be the smallest house in the nation to install this type of equipment. The local population is 1,300.

'Devil' Opens Mar. 12 In 68 N. Y. Theatres

"Beat the Devil," John Huston's adventure film starring Humphrey Bogart, Jennifer Jones and Gina Lollobrigida, will have its world premiere on March 12, opening simultaneously in 68 theatres throughout the New York metropolitan area, it was announced yesterday by William J. Heineman, vice-president in charge of distribution for United Artists, which is releasing the Santana-Romulus production.

Thirteen theatres in Manhattan, 13 in the Bronx, 20 in Brooklyn, 15 in Long Island, six in Westchester and one in Staten Island will show the picture day-and-date.

Ten theatre circuits are represented in the 68-theatre premiere: RKO, Skouras, Randforce, Brandt, Loew's, Century, Interboro, Fabian, J.J. and Cinema.

Journal Planned for Heart Award Dinner

The New York Variety Club Foundation to Combat Epilepsy will publish a journal in conjunction with the first annual Variety Club Heart Award dinner, it was announced by Albert G. Gorson, executive secretary of the Foundation. The proceeds of the journal will be used to further the work of the Foundation which supports the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

Walter Reade, Jr., Wilbur Snaper and Richard Walsh have been made co-chairmen of the journal committee. Among those who also will serve are Martin Levine, Charles Ross, Charles L. O'Reilly, Harold Rinzler, Samuel Rosen, Spyros S. Skouras and Solomon M. Strausberg.

Wide 'Lagoon' Dates

"Creature From the Black Lagoon," Universal-International's 3-D film, will be given a series of 17 territorial saturation openings in March and April. They are in Boston, Chicago, Des Moines, Indianapolis, Minneapolis, Omaha, Kansas City, San Francisco, Milwaukee, Seattle, Atlanta, Birmingham, Dallas, Houston, San Antonio, Austin and Amarillo.

'Lili' Celebrates

The first anniversary of M-G-M's "Lili" in New York will be celebrated Tuesday at the Trans-Lux 52nd Street Theatre, the distributor announced yesterday. Leslie Caron, who has the title role, will cut the anniversary cake. She is now appearing with the Ballets de Paris.

International Confab Of Industry Officials Urged at Brazil Fete

By MARTIN QUIGLEY, Jr.

RIO DE JANEIRO, March 2.—A proposal for a meeting of production and distribution executives from all nations was made today by film spokesmen of several countries at an informal reception given by Eric Johnston, president of the Motion Picture Association of America, in honor of the Brazilian officials who organized and conducted the International Film Festival held at Sao Paulo.

Cannes Suggested

Johnston, treating the suggestion for the production-distribution conference, stated that such a conclave could be held as a part of the annual Cannes Festival and might promote many improvements in the international exchange of films with the resultant building of mutual understanding between industry heads of the various countries represented.

Johnston, in the course of today's reception, received the compliments and good wishes of the head of each international delegation, and the MPAA president, in turn, paid tribute to the Brazilian officials for the success of the film festival.

Officially Honored

Johnston was honored yesterday at a luncheon given by Oswaldo Aranha, Finance Minister of Brazil. This was followed by a ball last evening in the Municipal Theatre, attended by a group of Hollywood stars who were cheered by a large crowd which gathered to greet them.

The festivities ended tonight with a dinner given by Ambassador Decio Moura.

E. O. Ramsdell, 72; Headed N.E. Circuit

BOSTON, March 2.—Funeral services for E. Oliver Ramsdell, president of the Middlesex Amusement Co. of Malden, will be held Thursday at the Center Methodist Church, Malden, with burial at Forest Dale Cemetery. He was 72.

A native of Malden, Ramsdell joined with his brother, the late George Ramsdell, in opening the Orpheum in 1913. The company now operates the Granada, Strand and Auditorium in Malden and the Medford in Medford. He leaves his wife and two daughters.

Mass for Baby Sheehan

A Mass of the Angels will be sung at 10 A.M. tomorrow for Kathleen Sheehan, two-year-old granddaughter of Thomas F. O'Connor, vice-president and treasurer of RKO Theatres, at St. Helena's Church in the Bronx, N. Y. The child, who died Saturday, will be buried in Calvary Cemetery.

30 Dates for 'Faces'

"New Faces," 20th Century-Fox CinemaScope musical, will have 30 openings this month, the company announced yesterday.

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EXTRA GREAT NEWS!

Terrific business nationwide "The Long, Long Trailer" (Lucille Ball, Desi Arnaz No. 1 at box-office as well as on TV). Hold-overs, naturally!

Tax Bill

(Continued from page 1)

Senate is expected to act on the excise bill as soon as it gets it from the House.

COMPO's official reaction to the Reed Bill came from Robert Coyne, COMPO special counsel. "A reduction to 10 per cent isn't enough to save an awful lot of theatres," Coyne said.

Coyne admitted it would be hard now to get greater relief in the House, but said "We'll keep plugging." He pointed out that more theatres are now operating in the red than when COMPO testified before the Ways and Means committee a year ago. About 5,000 were in distress a year ago, and now 6,127 theatres are in the red, he said.

"At the time of the veto message," Coyne added, "we said about 2,000 theatres would have to close without tax relief. Over 1,000 have already closed, and yet the number of operating theatres in the red has increased."

Citing new figures from COMPO research expert Albert Sindlinger, Coyne said that of the 6,127 theatres now in the red, about 4,820 are losing more than 11 cents on every dollar. "A reduction to 10 per cent won't be enough to help these theatres," he said.

Lower-Price Houses Hard Hit

The COMPO official emphasized that nearly 95 per cent of the theatres now operating in the red are ones that charge under 50 cents for admissions. This indicates that COMPO's main drive will be to get complete repeal for the tickets costing less than 50 cents and some reduction on the higher-priced tickets.

The Reed Bill would extend the present excise rates on liquor, tobacco, gasoline and autos, all scheduled to fall on April 1 under present law. At the same time, however, it would reduce to 10 per cent all other excises now above that level. Included in the new 10 per cent rate would be the admissions tax. The present 20 per cent tax on photographic equipment and film would also be cut to 10 per cent.

Committee officials said Reed hoped to have the excise bill through Congress in time for the lower rates to take effect April 1, but that it might not be possible to pass it that quickly and that the new cuts might have to be delayed until May 1. Reed said he had had the excise bill ready for some time, but had not wanted to introduce it until the committee was ready to act, for fear of producing buyers' strikes. Now that the bill has been introduced, he said, it is essential that Congress act quickly.

A Democratic motion to cut the excises as part of the technical revision bill was beaten down in the Ways and Means committee today. Instead, the committee agreed to take the excise question up tomorrow in the Reed Bill.

Treasury Secretary Humphrey said the Treasury could not support all the excise cuts in the Reed bill.

He did not say, however, which he could support and which he would want to take out. All he had to say was: "The Treasury has been prepared for some time to concur in selective reductions of excises in particular hardship cases where industries were being badly hurt by especially high rates. But the broad reduction in excise taxes now proposed in the bill is more than the Treasury can afford at the present time."

Vote to Extend Corporate Tax Rate

WASHINGTON, March 2.— The House Ways and Means committee voted to extend the present 52 per cent corporate tax rate for another year, until April 1, 1955.

The rate is scheduled to drop to 47 per cent on April 1 under present law. The committee voted to include the one-year extension of the present rate in the technical revision bill.

Vistavision Demonstrated

(Continued from page 1)

definition of focus and the finest quality picture it is possible to obtain.

"The key words in Paramount's thinking," continued Balaban, "are 'compatibility' and 'flexibility.'" The Paramount president stressed that the chief goal of the company has been to develop a plan of screen presentation applicable to small theatres, as well as large. Paramount has consistently refused to consider any plans or methods which would make it mandatory for exhibitors to invest large sums of money in new equipment, he asserted.

"With regard to sound," Balaban pointed out, "under Paramount's plan it is optional with the exhibitor as to whether he installs auxiliary sound equipment or not. If auxiliary sound equipment is to be used, it is Paramount's finding that dimensional sound is simpler and less costly in every respect than stereophonic sound and the results are approximately the same. Dimensional sound is from a single sound track on the positive print. This track will be available on Paramount pictures. This track will play on one horn, two horns, or three or more horns.

"With regard to anamorphic or squeezed pictures, for those exhibitors who desire the presentation of a motion picture in this form, we suggest they purchase expander prismatic lenses, such as the Tushinsky lens. We are advised that the Tushinsky lens will be available in substantial quantities in the immediate future."

From the beginning, Paramount determined that in the presentation of a motion picture on the screen "height" was equally as important as width, Balaban said. Therefore, he continued, Paramount recommends that every exhibitor install the largest possible screen both as to height and width that his theatre will permit. Having done this, the exhibitor will be able to play pictures of any size and ratio he desires, he said.

Describes Camera

The Vistavision camera uses a horizontal double frame negative to photograph the picture, Balaban explained. This double negative photographs images on an area two and one-half times the regular 35mm. camera frame and the large negative is then compressed, by printing, to a standard 35mm. frame for release, he said.

"With the Vistavision process," he continued, "people and the objects around them can be photographed as seen by the human eye. It is not necessary to regroup or diminish the size of actors to meet abnormal limitations of height with respect to width.

"Prints of Paramount pictures, starting with 'White Christmas,' will have the directional sound control on the sound track. However, this same print containing the directional sound control can play in any theatre in the normal way."

Balaban concluded with this statement: "Paramount has no financial interest, directly or indirectly, in the collection of royalties or in any manufacturing profits that may come from any of the products that may be used by this system.

In outlining the technical aspects of Vistavision, which was demonstrated by the showing of conventional-size pictures on the screen, first expanding these to CinemaScope-ratio and then concluding with the Vistavision ratio, Loren Ryder, head of Paramount studios' research division, declared: "Vistavision is an over-all process eliminating each quality bottleneck at the source. A superior negative is obtained with the Vistavision camera which photographs an image area two-and-one-half times greater than any other motion picture camera. The high quality negative is optically reduced to a standard size Movietone fine-grain release print which retains the negative resolution, reduces the negative grain and maintains the color saturation. This gives the best print and in turn the best large-screen picture that has been witnessed to date."

Wide Ratio Choice

(Continued from page 1)

with the studio's "Lazy 8" camera, now re-christened the "Vistavision Camera," and "The Big Top," now filming. All Paramount pictures made hereafter will conform to this policy.

As explained in the Feb. 24 story, Paramount's new system requires the use of a variable anamorphic lens system developed by Joseph Tushinsky, or its counterpart—and there aren't any counterparts.

The Tushinsky lens was used at today's demonstration. Y. Frank Freeman, vice-president of Paramount, said that his organization still is negotiating contracts covering its use.

C. J. Tevlin, RKO Radio studio head, attended the demonstration here and verified Freeman's estimate that exhibitors will be charged about $700 a pair for the Tushinsky lenses.

Results Favorable

Footing from "White Christmas" and "The Big Top" was screened here today with favorable results on a screen 62½ feet by 36¼ feet. The press audience, numbering about 75, was audibly impressed.

The Technicolor dye-transfer process announced by Technicolor president Herbert T. Kalmus last October and now available for all processes employing larger-than-normal negatives, was used for "White Christmas" and "The Big Top."

MOTION PICTURE DAILY learned that the distribution policy for the Tushinsky lenses will be announced tomorrow. Complete details regarding the process are contained in this paper's edition of Feb. 18.

Hughes Plan

(Continued from page 1)

third of the total outstanding shares, in favor of a proposed reduction in RKO capital. That reduction would be effected by inviting all stockholders other than Hughes to turn in their shares and receive $6 a share for their stock. The stock would be paid for out of the $23,489,478 which Hughes will pay for the company's assets.

The proxy statement also shows profit and loss figures and a balance sheet as of Oct. 3, 1953. According to the statement, RKO Pictures Corp. and subsidiary companies showed, on a consolidated basis, a net loss of $3,494,936 for the 39 weeks ending Oct. 3. Film rentals during the period amounted to $42,766,815.

The balance sheet as of Oct. 3 showed assets, on a consolidated basis, of $30,697,771, including cash of $4,754,827 and U. S. Government securities costing $200,000.

The management statement says that the book value of the consolidated enterprise as of Oct. 3 was the equivalent of $4.40 a share, and that since Oct. 3 the operations have been unprofitable. "Based on experience since that date," it declares, "it is the opinion of management that the net losses from the operations which will be incurred between that date and March 31, 1954 (the last day for acceptance of the Hughes offer) will reduce the net worth as reflected in the consolidated balance sheet to less than $4 a share."

The proxy statement says that several assets of RKO subsidiaries may have a value substantially higher than their book value, including films which have been fully amortized, two studios in Los Angeles and Culver City, and assets of foreign subsidiaries.

All things considered, the statement concludes, "in the opinion of the board of directors, the proposed cash consideration to be received by the corporation from Mr. Hughes is fair and reasonable. The acceptance of the offer is in the best interests of the corporation and its stockholders."

'Cinerama' to Get N.A.T.O. Citation

"This is Cinerama" and Lowell Thomas will receive a special award of merit March 18 from the National Association of Travel Organizations in recognition of stimulating interest in travel in the United States and abroad.

Robert W. Ryan, president of NATO, will present the scroll at a joint luncheon meeting with the Hotel Sales Managers Association of New York.

Clair Film to Fine Arts

Rene Clair's "Beauties of the Night," will have its American premiere at the Fine Arts Theatre here following the current run of "The Conquest of Mt. Everest."

National Pre-Selling

"MOST movies can be depended upon to produce on their audience at least one strong emotion—hate, fright, joy, love, sorrow, boredom or disgust," reports "Life" in the current issue. "But a new movie, 'The Glenn Miller Story' has just come along and is having a varied effect on its audience emotions."

"Life" made some infra-red photographs during one of the picture's sell-out New York Capitol Theatre performances, which show reactions that vary from happy giggles to heart-rending sobs. Some people bounce, some cuddle, and some just have a good cry—all of which spells out excellent box-office.

•

"The Barefoot Contessa's" star Ava Gardner was interviewed in Rome's City Cinema for the February 28th issue of "American Weekly." "The Barefoot Contessa" has Humphrey Bogart as the male star.

•

"'Living It Up's' star Jerry Lewis," reports "Look" in the current issue, "Plays 'Homer Flagg,' a farm boy believed to be dying of radiation poisoning, who goes to New York to live it up."

Jerry Lewis and a newcomer, frizzle-topped blonde Sheree North, enter a jitterbug contest in which they appear to shake loose from the law of gravitation. A full page photograph, in addition to many others, shows Jerry and Sheree really living it up.

•

"Knights of the Round Table," "Miss Sadie Thompson" and "The Best Years of Our Lives" are reviewed and recommended in "Woman's Home Companion's" March issue.

•

"'Genevieve,'" reports Ed Miller in "Seventeen's" March issue, "contrary to what most people might think, is the name of a ladylike 1904 Darracq two-seater, and she is the real heroine of this lighthearted English comedy. Every year, members of a British car club journey from London to Brighton in their ancient autos, and 'Genevieve' is the whimsical story of what might have happened on a recent run."

"Red Garters" and "His Majesty O'Keefe" are also reviewed in the issue.

•

"Jubilee Trail" was represented by a colorful Kapralik caricature on the front cover of "Pictorial Review's" February 28th issue. The cast, Ray Middleton, Vera Ralston, John Russell, Joan Leslie, Forrest Tucker, Pat O'Brien and Buddy Baer are pictured in costumes worn during the time the West was being settled.

•

"The Long, Long Trailer" has been chosen by Florence Somers, as the candidate for the "Redbook Silver Cup Award" for March.

•

"Bengal Rifles," star Arlene Dahl, told an interviewer for "Parade's" March 7th issue, "that the most important half of each day is the one she devotes to a Yoga-like exercise." She reclines on a slanted board with her head lower than her feet. "It's just like a week's vacation," she claims.

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'Rose Marie'

(Continued from page 1)

its own tickets, "Rose Marie" has undergone some changes with this new production, and there even are some additions to its celebrated music score. With the passing years, however, it has lost none of its musical merit and has gained in scenic stature.

Rounding out the new production's cast are Bert Lahr, who furnishes his characteristic comedy, and Marjorie Main, also humorously employed. Keel's booming baritone dominates the musical contest, naturally, although Lamas scores solidly, and Miss Blyth, too, handles her vocal responsibilities in the title role very well indeed.

George Stoll and Herbert Baker collaborated with Friml on the additional music and lyrics which, in this version, supplement that which Friml and Herbert Stothart composed for the original operetta.

As everybody surely knows, "Rose Marie," scripted here by Ronald Millar and George Froeschel, concerns a young girl raised in the wilds who is taken in charge by Northwest Mounted Police at her dying parent's request and who reaches womanhood and discovers romance during the course of the story.

Musical direction is by George Stoll and the musical numbers, staged by Busby Berkeley, are topped by the Indian production number featured a fortnight ago in "Life" magazine.

The picture is a Mervyn Le Roy production, with Arthur Hornblow, Jr., and Lawrence Weingarten co-producing and Le Roy directing. There is a nine-minute prologue for the production in which Alfred Wallenstein conducts the M-G-M Symphony Orchestra in "Poet and Peasant," for a fitting and impressive overture.

Running time, 104 minutes (with prologue, 113 mins.). General classification. Release date, March 12.

WILLIAM R. WEAVER

Equity Lists Scale

(Continued from page 1)

role, with rehearsals limited to 36 hours in a 10-day period. Performers would be paid $6 per hour for rehearsal overtime. The ANTA Album is described as a "super benefit."

It now will be up to ANTA to work out the Equity conditions with BOT.

Chicago Ticket Tax Receipts Increase

CHICAGO, March 2.—Chicago admission tax receipts continue to reflect increased grosses arising from higher prices and bigger attractions, particularly the first CinemaScope productions, with February's collections on January receipts rising to $99,555 from the previous month's figure of $89,489 and showing an increase of 10 per cent over February, 1953, collections, which were $90,654.

Collections for 1954 total $189,044 to date, a rise of roughly seven per cent from $177,103 in the corresponding period last year.

Another city agency, the Chicago police censor board, revealed today that it reviewed 107 films, 15 of them foreign, during the past month, labelled two of them "adults only," and passed the rest without cuts.

Photoplay Awards

(Continued from page 1)

winners at the annual Photoplay presentation banquet March 8 in the Crystal Room of the Beverly Hills Hotel, Hollywood.

Miss Monroe will receive the medal for her performances in "Gentlemen Prefer Blondes" and "How to Marry a Millionaire," both by 20th Century-Fox. Ladd receives his award for his performance in Paramount's "Shane." A gold medal goes to Columbia's "From Here to Eternity," which was chosen as the most popular film of the year.

Six Individuals Honored

Special bronze achievement plaques will go this year to six persons for distinction in various branches of the film industry:

To Darryl F. Zanuck for CinemaScope; Walt Disney in recognition of his contributions to motion picture progress; Elaine Stewart, the most promising newcomer; Robert Wagner, voted the fastest rising star; Frank Sinatra for his performance in "From Here to Eternity," and George Stevens for his creation of Shane.

Of 21 special certificates to be awarded at the Photoplay dinner March 8, "From Here to Eternity" producer Buddy Adler, director Fred Zinneman and writer Daniel Taradash each will receive one. Others:

Players to Be Cited

To Paramount for "The Stooge," "Stalag 17," "Shane," and "Roman Holiday"; Columbia for "Salome"; Warner Brothers for "House of Wax" and "Calamity Jane"; 20th Century-Fox for "How to Marry a Millionaire," and M-G-M for "The Band Wagon."

Certificate recipients for the other most popular performances by actors and actresses are:

Howard Keel for "Kiss Me Kate" and "Calamity Jane;" William Holden for "Stalag 17"; Victor Mature for "The Robe"; Richard Widmark for "Pickup on South Street"; Audrey Hepburn for "Roman Holiday"; Doris Day for "Calamity Jane"; Jean Simmons for "Young Bess," and Leslie Caron for "Lili."

Rodgers

(Continued from page 1)

which would identify him with productions designed to alleviate what many exhibitors claim is a serious product shortage.

Rodgers said he would consider such a proposal although details have not been supplied him yet. He related that he also had been approached to serve as chairman of the board and consultant to a theatre circuit. The sales executive said he would be interested in the second but not the first. In further describing the type of activity in which he will engage, Rodgers said he would be willing to devise sales poliices for special productions but would not become a producer's representative in the sense of approving exhibition contracts or being associated with any but top films.

No 'Now-It-Can-Be-Told'

Of possible writing about the industry, Rodgers said he has no idea of joining the exposé or now-it-can-be-told school. His years of experience, he said, could make valuable reading to others starting out in distribution or to those wishing to enlarge their knowledge of it.

He said that although he was reelected to the board of directors of Loew's at the annual meeting of stockholders here last week, he felt that his future activities would conflict with such a role and had submitted his resignation from the board to the company.

Associated Ended Monday

Rodgers recalled that last October the company had agreed to accelerate the termination of his contract to March 1, instead of next July 26. His 30-year association with Loew's, accordingly, was terminated last Monday. A prepared statement expressed Rodgers' pride in being associated with the company over the years and regret in ending the tie.

Rodgers is scheduled to leave here for Florida tomorrow, returning around April 15.



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COMPO Tax Compromise Rejected By House Group

Rep. Mason, Who Sponsored Total Repeal Bill Last Year, Casts the Deciding Vote Retaining 10 Per Cent Tax for All Theatres

By J. A. OTTEN

WASHINGTON, March 3.—The House Ways and Means Committee today voted to reduce the admissions tax from 20 per cent to 10 per cent, effective April 1. Republicans on the committee beat down three Democratic attempts to give the motion picture industry greater relief. The Democrats proposed that the first 50 cents of each admission be exempt from any tax and that the rate on any amount over 50 cents be cut to 10 per cent. They said this was the formula being urged on members of Congress by the tax committee of the Council of Motion Picture Organizations.

Thrice Defeated

Twice the vote against this proposal was 13 to 12 and once it was defeated on a 12 to 12 tie vote. In the first two cases, Rep. Noah Mason (R., Ill.), who last year led the fight for complete repeal of the tax, cast the deciding vote against the proposal and in the third case he abstained, defeating the proposal. All 10 Democrats on the committee voted for the proposal in each case, being joined by Republicans Baker of Tennessee and Simpson of Pennsylvania. The other Republicans on the committee all opposed the change.

House to Get Bill Today

The lower admission rate is included in an overall excise rate revision bill extending some rates at present levels and reducing many others. The committee completed all its section-by-section voting on the bill today, but made a few minor technical changes in the bill originally introduced by Chairman Reed (R., N. Y.), yesterday and will meet again tomorrow to report the bill formally to the house.

House GOP leaders hope to pass the bill next week, and will resist any

(*Continued on page 7*)

'Scope Abroad

3,000 Units in Europe This Year: Skouras

Sticks to Stereo Sound Standard for Theatres

The European demand for CinemaScope with stereophonic sound exceeds the supply of equipment at present, Spyros P. Skouras, president of 20th Century-Fox, said here on his arrival from Europe yesterday.

Concluding a five-week tour of major cities in England and Europe, Skouras stated that by the end of 1954, 2,500 theatres on the Continent will have installed CinemaScope. Over 500 units will be installed in England at a cost of $4,000-$5,000 apiece.

"The public likes CinemaScope with stereophonic sound and the European exhibitors are creating a great demand for it," the film executive announced;

(*Continued on page 7*)

Second COMPO Ad In E. & P. Saturday

The second of 26 full page advertisements in "Editor & Publisher" which the Council of Motion Picture Organizations is sponsoring, will appear Saturday in that publication. The advertising campaign is part of the program designed to acquaint the lay press with problems of the motion picture industry.

Headed "That Phantom Partner in Your Local Movie Theatre," the COMPO ad starts off:

"The movie theatres in your town are probably among the more than

(*Continued on page 6*)

Eidophor Lens To U.S. in May

Spyros P. Skouras, president of 20th Century-Fox, said on his arrival here from Europe yesterday that a commercial prototype of the Eidophor Lens will be shipped to New York from Zurich, Switzerland, in May, for experimental and demonstration purposes.

Skouras visited Zurich while abroad to check on Eidophor developments. His company owns the rights to the large screen, theatre color TV system.

Columbia Earnings Rise to $1,910,000 For 26-Week Period

Columbia Pictures' estimated net profit for the 26 weeks ended Dec. 26 was $1,910,000, or an increase of $1,663,000 over the corresponding half-year period ended Dec. 27, 1952, when the net earnings amounted to $247,000.

A further indication of Columbia's increased earnings was revealed in a company statement which pointed out that the net profit, before domestic and foreign taxes, was $4,759,000 for the 26 weeks ended last Dec. 26; in the same 1952 period the profit was $824,000.

The estimated provision for income taxes in the last half of 1953 amounted to $2,849,000, compared with $247,000 in the 1952 half-year span. Per share earnings on the common stock was

(*Continued on page 6*)

Drop D.C. Defendant From Trust Action

WASHINGTON, March 3.—District Theatres Corp. has been dismissed as a defendant in a $1,248,000 damage and injunction anti-trust suit brought against it and the eight major distributors by Pix Theatres, Inc.

Samuel, Max and Faith Cummins, Celia B. Cohen and Rose Chatkin—formerly doing business as Pix Theatres, Inc.—had filed the suit claiming that District's Langston Theatre had

(*Continued on page 6*)

'Liquidation' Refers To RKO Parent Co.

The declaration in the RKO Pictures Corp. proxy statement sent to stockholders of the company yesterday that Howard Hughes has no plans with respect to the corporation "except possible liquidation" refers to the parent holding company whose assets Hughes proposes to purchase and not to RKO Radio or other operating subsidiaries, officials of the

(*Continued on page 7*)

Chicago Police Head Bans 'French Line'

CHICAGO, Mar. 3.—"The French Line," controversial RKO Radio 3-D release, has been banned in Chicago by Police Commissioner Timothy O'Connor.

Reversing the Chicago Police Censor Board, which passed the film without a cut, O'Connor announced his

(*Continued on page 6*)

It's SuperScope

Tushinsky Process to Be Shown Here on March 22

HOLLYWOOD, March 3.—In announcing that their new variable anamorphic process would be known under the trade name of SuperScope, Joseph and Irving Tushinsky stated here today that the first New York trade showing will be held on March 22 in the RKO 86th Street Theatre. The showing will be under the sponsorship of RKO Theatres, the Theatre Owners of America and Allied States Association. Sol Schwartz, RKO Theatres president; Walter Reade, Jr., TOA president, and Wilbur Snaper, former Allied president, saw the process demonstrated recently in Hollywood.

The Tushinsky process has been in the course of development at the RKO Radio studios here for the last year and, because of the studio's cooperation, that company is the first licen-

(*Continued on page 7*)

MMPTA Appoints Arbitration Group

A three-man delegation will represent the Metropolitan Motion Picture Theatres Association at the forthcoming conference to discuss an industry arbitration system. The MMPTA authorized Leo Brecher, Emanuel Frisch and Sol Schwartz to sit in on the "exploratory" parleys.

Personal Mention

J. R. GRAINGER, president of RKO Radio, is in New York from Hollywood.

•

ARLENE ANN STEERS, daughter of Mr. and Mrs. JOHN S. HARRINGTON, was married in Hollywood Saturday to BARTON E. CRAWFORD. The bride is the daughter of the Allied Artists supervisor of prints and accessories.

•

MURRAY WHITEMAN, past chief barker of Buffalo Variety Club, has left there with MRS. WHITEMAN for Warm Springs, after which they will go to Dallas for the convention of Variety Clubs International.

•

DON FEDDERSON, president of Don Fedderson Prod., has returned to Hollywood from New York following a trip to Havana with R. R. KAUFMAN, president of Guild Films Co.

•

MAX LEFKOWICH, Community Circuit head, Cleveland, returned there from Florida in time to welcome his first grandson born to his daughter, MRS. LOIS BUTLER, in St. Luke's Hospital.

•

CLARENCE MADDEN has returned to Cleveland after an absence of several years to manage the Berea Theatre, Berea, a Modern Theatres unit, succeeding DON JACOBS, now on leave.

•

ANITA JEANE MARCUS, daughter of NAT MARCUS, manager of the Warner Brothers Buffalo office, will be married Sunday to JULES E. KUTNER of Niagara Falls.

•

JAMES F. MCCARTHY, Connecticut district manager, Stanley-Warner Theatres, has returned to his Hartford home, following a month's stay in a Boston hospital.

•

GEORGE WELTNER, president of Paramount International, will arrive here today from Europe aboard the "United States."

•

RUTGERS NEILSON, RKO Radio foreign publicity manager, underwent an emergency operation Tuesday at St. Vincent's Hospital here.

•

OSCAR A. MORGAN, Paramount Pictures short subjects and newsreel sales manager, has returned to New York from the South.

•

JACOB H. KARP, executive assistant to Y. FRANK FREEMAN, vice-president of Paramount Pictures, will leave here today for Europe and Israel.

•

LOU COHEN, of Loew's Poli Theatre, Hartford, has left there for Miami.

•

LARRY TRYON, executive at the Walt Disney studios, will return to Hollywood today from New York.

•

MIKE FRANKOVICH, producer, and BINNIE BARNES, his wife, will arrive here today from Europe on the "United States."

House Group Votes NLRB Restriction

WASHINGTON, March 3.—The House Labor Committee voted today to deny the National Labor Relations Board the right to decide on cases involving unfair labor practice charges, and instead to throw all such cases into Federal courts for action.

The vote was 14 to 13. Under the decision, included in the committee's proposed bill to amend the Taft-Hartley Act, the board would be confined mainly to union representation elections.

Chairman McConnell (R., Pa.) predicted, however, that the vote would be reversed at a later session, in favor of a proposal to keep the board's present jurisdiction, but instead, to do away with the general counsel's office.

New Ford Film Set For 17 N. Y. Houses

John Ford's "The Sun Shines Bright" will open in the New York area on March 17 with simultaneous showings at 17 metropolitan theatres as well as at houses in Jersey City, Mt. Vernon and East Orange, N. J. "Trent's Last Case," which has had a run at the Little Carnegie theatre here, will be billed with it.

"The Sun Shines Bright," was directed by Ford from a screenplay based on three Irwin Cobb stories and stars Charles Winninger and Arleen Whelan. Herbert Wilcox was producer-director of "Trent's Last Case," which stars Michael Wilding, Margaret Lockwood and Orson Welles.

Jacocks Opening House in Connecticut

HARTFORD, March 3.—Irving C. Jacocks, Jr., treasurer of the Motion Picture Theatre Owners of Connecticut, is opening his newly-constructed Branford Theatre, Branford, Conn., replacing the house destroyed by fire in January, 1953. The new theatre is equipped with an RCA 31-foot convex screen and stereophonic sound.

Goldenson on Council

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has been appointed to the advisory council of the Mayor of New York. The council will draw up plans to bring new business to the city and halt the exodus of business from the city.

Goodlatte Recovers

LONDON, March 3.—D. J. Goodlatte, Associated British Cinemas' managing director, is expected back at his desk in about three weeks. Goodlatte has been suffering with a virus infection since his return from America shortly before Christmas.

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock payable on March 31 to stockholders of record on March 17.

British Union Hits MGM For Lay-Offs

LONDON, March 3.—The Association of Cine and Allied Technicians has issued a sharp protest to M-G-M for having recently laid off half of the production staff at its Elstree studio. Alarmed at the slackening of production, the union has accused the M-G-M heads of "increasing casualness and complete lack of stabilization."

The production decrease is reportedly due to the studio's experiments with new techniques. Some British unionists are so concerned over this new phase that they fear that American production will cease entirely, it is said.

Official Says Mexican Export Curb Needed

MEXICO CITY, March 3.—The Mexican Government has definitely not gone into the motion picture business, Alfonso Cortina, chairman of the National Cinematographic Board, has declared in speaking of the new government regulation to curb the exportation of Mexican films.

The regulation was imperative, explained Cortina, because distribution of Mexican films abroad had been so "slovenly" that it was giving Mexico a bad name in foreign countries. The board has already refused export permits for 10 new films, ruling that the exhibition of these films abroad would be detrimental to both the interests of Mexico and the Mexican motion picture trade.

Panoramic May Do 10 Films For RKO

HOLLYWOOD, March 3.—Panoramic Productions is currently negotiating with RKO Radio Pictures to make 10 films during the next year with RKO financing, Leonard Goldstein, Panoramic production head, admitted. However, this does not mean that Panoramic will not renew its agreement with 20th Century-Fox which ends wtih the completion of "Hawk in the Desert," production on which will start soon.

'Hunter' Deal Signed By Gregory and UA

A deal for the financing and distribution of "The Night of the Hunter" has been signed by Arthur B. Krim, president of United Artists, distributor, and Paul Gregory, who will produce the film, which is based on the novel by Davis Grubb. Charles Laughton will direct the drama, which will star Robert Mitchum. Production is scheduled to start Sept. 8.

King Brothers Here

Herman and Frank King of King Brothers Productions have arrived in New York with the first print of "Carnival Story," which RKO Radio will release. Discussions for national campaigns and a world premiere are being held with RKO home office executives. The picture was made in Munich, Germany, in Technicolor.

M. N. Wolf Retiring Following 35 Years Service with Loew's

BOSTON, March 3.—Maurice N. Wolf has retired from Loew's, Inc., after a 35-year term of service with the organization during which he served as resident manager of the exchange here and, in more recent years, as a public relations representative for the company.

In 1934 he organized and became the first president of the Boston Friars Club, which, in 1940, became the Variety Club of New England. During the five years that he was public relations representative, he addressed 500 groups on the subject of "motion pictures."

Preminger to Make 'Jones' in 'Scope

Otto Preminger has formed Carlyle Productions in New York to produce "Carmen Jones" in CinemaScope independently for 20th Century-Fox release. Working from an Oscar Hammerstein screenplay, he will begin production in mid-April.

Preminger plans to do a production of James M. Cain's "Galatea" after he has completed "Jones." Casting difficulties, it was stated, have forced him to drop his option on George Bernard Shaw's "The Doctor's Dilemma."

Levey Forming New Distributing Firm

First step in his plan to set up a new independent distributing company will be started next week by Jules Levey who flew to the Coast yesterday to begin negotiations for product.

Levey is reported to be preparing to launch a company that will distribute both foreign and domestic pictures. Plans also call for participation in European production.

While on the Coast, Levey also will set releasing schedules for his Italian import, "La Lupa."

Moses Elected V-P At Fine Sound, Inc.

Seymour Moses has been elected operations vice-president of Fine Sound, Inc., and Perspect-A-Sound, Inc., C. Robert Fine, president, announced Friday. Moses has been with M-G-M and recently was with Pola-Lite.

Fine Sound is a film, disc and tape recording firm. Its subsidiary, Perspect-A-Sound, has developed the Perspecta stereophonic sound system which employs a single, standard optical sound track.

Gaughan Starts Field Duties With TOA

George Gaughan, newly appointed field representative for the Theatre Owners of America, began his duties officially last week. The former Memphis theatre operator, following conferences here with Walter Reade, Jr., TOA president, left for a tour of Southern territories.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Cross your fingers! knock on wood! you and CINEMASCOPE never had it so good!



WARNER BROS. USHER IN THE ULTRA-NEW LOOK IN MUSICALS!



'Lucky Me'

COLOR BY WARNERCOLOR

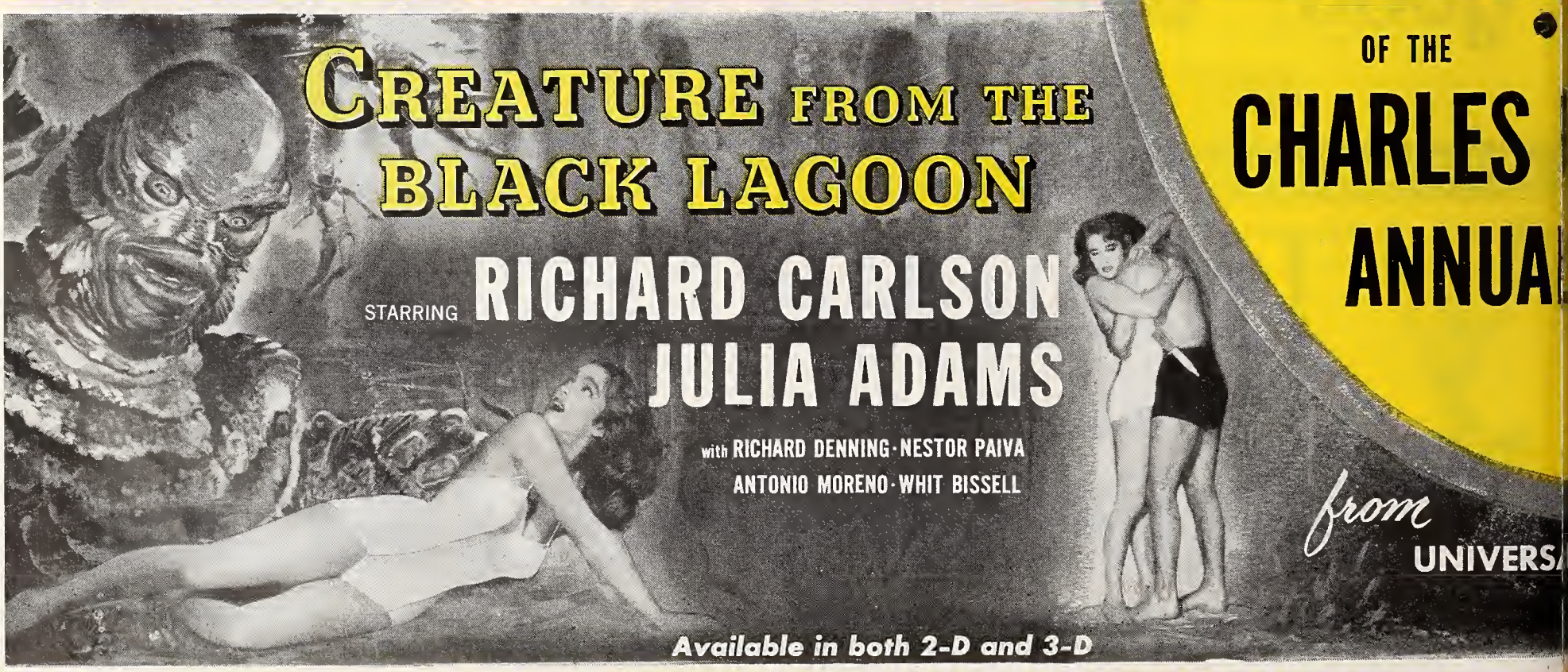
Prediction!! WE PREDICT AT LEAST ONE MORE 'SECRET LOVE' KIND OF SMASH AMONG THESE 10 NEW TOP POP TUNES!
'I Speak to the Stars' ☆ 'Take a Memo to the Moon' ☆ 'Love You Dearly'
'High Hopes' ☆ 'Bluebells of Broadway' ☆ 'Parisian Pretties'
'Superstition Song' ☆ 'Wanna Sing Like an Angel' ☆ 'Men' ☆ 'Lucky Me'.

IT STARS
DORIS DAY ☆ ROBERT CUMMINGS ☆ PHIL SILVERS

WITH EDDIE FOY, JR. · NANCY WALKER · MARTHA HYER · BILL GOODWIN · MARCEL DALIO · HAYDEN RORKE · JAMES BURKE Screen Play by JAMES O'HANLON, ROBERT O'BRIEN and IRVING ELINSON
From a Story by JAMES O'HANLON • Music by Sammy Fain Lyrics by Paul Francis Webster • Musical Direction by Ray Heindorf • PRODUCED BY HENRY BLANKE · DIRECTED BY JACK DONOHUE


ALAN LADD ★ SHELLEY WINTERS
SASKATCHEWAN
COLOR BY Technicolor
with ROBERT DOUGLAS · J. CARROL NAISH · HUGH O'BRIAN · RICHARD LONG


"RIDE CLEAR OF DIABLO!"
COLOR BY Technicolor
STARRING AUDIE MURPHY
DAN DURYEA
SUSAN CABOT
ABBE LANE
from U-I
GOLDEN
for
MARCH
OF THE
CHARLES
ANNUAL


CREATURE FROM THE BLACK LAGOON
STARRING RICHARD CARLSON
JULIA ADAMS
with RICHARD DENNING · NESTOR PAIVA
ANTONIO MORENO · WHIT BISSELL
from UNIVERSAL
Available in both 2-D and 3-D

JEFF CHANDLER
RHONDA FLEMING

YANKEE PASHA

COLOR BY Technicolor

EDISON MARSHALL'S

with LEE J. COBB · MAMIE Van DOREN · BART ROBERTS and the MISS UNIVERSE BEAUTIES

These are the 6 BIG ONES

DOZEN

APRIL

LAST 2 MONTHS)

FELDMAN

DRIVE

ITERNATIONAL

Universal International

RAILS INTO LARAMIE

STARRING JOHN PAYNE
MARI BLANCHARD
DAN DURYEA

COLOR BY Technicolor

with JOYCE MacKENZIE · BARTON MacLANE

"Ma and Pa KETTLE AT HOME"

STARRING
MARJORIE MAIN
PERCY KILBRIDE

with ALICE KELLEY · BRETT HALSEY · ALAN MOWBRAY

Chicago Ban

(Continued from page 1)

decision with the statement "On March 1, I viewed the film and came to the conclusion that its showing in Chicago would be contrary to public morals and decency, and especially harmful to the youth of this community. At this time we are confronted with a number of police problems involving juvenile delinquency and teenage crime."

"Any action I can take," he concluded, "which will avoid contributing to this wave of juvenile crime is, in my opinion, justified and proper."

Banning of the film, which was scheduled to open at the Essaness Woods March 23, is the culmination of a hard-hitting campaign by "The New World," official newspaper of the Archdiocese of Chicago.

Essaness Theatres, which has no plans at present for protesting the banning of the picture, has booked "Rhapsody" to start at the Woods on March 23, the day "The French Line" was to have opened.

The Chicago branch of the American Civil Liberties Union has offered its services to RKO to fight the ban of the picture, should the film company desire its assistance.

Columbia Net

(Continued from page 1)

$2.41 in the last 26 weeks of 1953; in the corresponding 1952 period they amounted to 16 cents.

The statement notes that the comparative earnings per share of the common stock after preferred dividends were calculated on the increased amount of common which was outstanding on Dec. 26, when the number of shares outstanding was 739,358. On Dec. 27, 1952, the number was 670,669.

Rockne Case Is Again Slated for Hearing

CHICAGO, March 3.—The Rockne Theatre case, in which the operators of the Rockne are asking that 20th Century-Fox and M-G-M be enjoined from forcing the theatre to run CinemaScope pictures on a single-feature basis, has been re-scheduled for hearing after defense attorney Sam Block has had 20 days to file a further brief, plaintiffs lawyer Richard Orlikoff has had 20 days to answer, and Block, in turn, has had an additional 10 days to answer Orlikoff.

IATSE Joins Move to Curb Filming Abroad

HOLLYWOOD, March 3.—Efforts to restrict production abroad by Hollywood companies received another boost on Tuesday with the announcement by the Hollywood Film Council, A. F. L. that Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees, would give the campaign his full support. Walsh will return to New York later this week.

'Scope at Scale Prices

ALBANY, March 3.—"Hell and High Water," which opened today at Fabian's Palace, was advertised at regular prices; 60 cents in the afternoon, 85 cents at night and 25 cents for children. It is the first CinemaScope production to be screened here at no advance in scale.

COMPO Tax Plan Beaten

(Continued from page 1)

changes. Tax bills are considered in the House under a rule barring any changes except for one over-all Democratic motion, so that the bill will pass without any greater admission tax relief than the reduction to 10 per cent, unless the industry can persuade the Democrats to include that relief in their over-all counter-proposal.

Robert Coyne, COMPO special counsel, said COMPO's tax committee would have to chew things over a little before it decided on its next move. "We're naturally very grateful for the measure of relief the committee is giving us," Coyne said, "but we still must work for greater relief for the smaller theatres. We must always remember that a reduction to 10 per cent won't save some 4,900 smaller theatres now in distress."

One other note of hope for the industry did develop today. Treasury officials told the Ways and Means Committee that the motion picture industry is one of two industries which the Treasury feels deserve tax relief now.

Yesterday evening, Treasury Secretary Humphrey said he was prepared to go along with "selective reduction" in excises in industries particularly hard hit by present rates, but that he could not support the broad excise cuts on as many items as proposed in the bill.

At his weekly press conference today, President Eisenhower said the Humphrey statement outlines the official Administration stand on the subject. The President refused to say, however, whether he would veto the Reed bill if it came to him in its present form.

At the afternoon Ways and Means Committee meeting, Democratic members pressed Treasury officials who were present to say just which industries were sufficiently hard hit to be entitled, in the Treasury's opinion, to excise relief now. Treasury officials finally said they felt only the motion picture and fur industries were in that category. They did not indicate just how far they were prepared to go in supporting relief for those two industries at this time.

According to committee officials, reduction of the admission tax to 10 per cent on all admissions would cost the Treasury about $160 million a year. Complete repeal would cost about $310 million a year, they said. Exemption of admissions and reductions to 10 per cent on any excess over 50 cents would cost about $200 million annually, it was estimated.

The Democratic attempts to get greater relief for the industry were all offered by Rep. Cooper (D., Tenn.), the ranking minority member of the committee. First he proposed the 50 cents exemption on all admissions. That was defeated 13 to 12. Then he proposed the 50 cents exemption just on motion picture admissions. That was beaten on a 12-12 tie, with Mason abstaining. Later, Cooper repeated this latter motion, and it was beaten 13 to 12, this time with Mason voting against it.

The committee report to accompany the excise bill, it was learned, will promise that the committee will take another look at the entire excise field next year. Moreover, Chairman Reed is expected to issue a personal statement promising that "meritorious" individual excise cases will be considered by the committee later this year.

Amusement Tax Cut By Bradford, Pa.

BRADFORD, Pa., March 3.—The 10 per cent city amusement tax, instituted here in 1948, was cut to five per cent by the City Council today. Previously, the tax was renewed annually.

Theatres and bowling alleys claimed that the 10 per cent tax was affecting their business. One Dipson circuit operated house here was opened solely for weekend business while another Dipson theatre was closed over a year ago.

Detroit House Sold

DETROIT, March 3.—United Detroit Theatres has sold the Riviera Theatre to Shubert-Lafayette. The Riviera, located about three miles from the center of town, will be opened in the fall as an outlet for stage musicals.

Film Cavalcade Slated

"Yesterday and Today," a 60-year cavalcade of movie highlights, will have its New York premiere at the 46th St. Embassy Theatre on March 12, United Artists, is distributing.

'Steel Lady' Opens

Edward Small's "The Steel Lady," released through United Artists, began its New York engagement at Loew's Metropolitan Theatre in Brooklyn yesterday.

Asks Colfax, Wash., Tax Abolishment

COLFAX, Wash., March 3.—Lavance Weskil, owner of the Rose Theatre here has asked his city councilmen to abolish the five per cent city amusement tax, "in order that I might stay in business here."

Weskil pointed out that television had almost killed the business and that he did not plan to continue operation without some tax relief. He said that the amusement tax levied on the gross box office sales had been more than $3,000 in recent years. "No other business has to pay $3,000 a year just to operate in Colfax, and I don't see why I should have to" said Weskil.

The city tax on an adult ticket amounts to 3 cents. Federal tax on the same 65 cent ticket is 10 cents.

Giesseman Aide to Isaac

SAN FRANCISCO, March 3.—Cliff Giesseman has been named assistant to Lester Isaac, vice-president and general manager of Stanley Warner Cinerama Theatres. The announcement was made by Isaac while in this city on business.

RCA Adds Orders

CAMDEN, N. J., March 3.—Orders for RCA stereoscope sound systems for 58 more theatres were announced today by A. J. Platt, manager of RCA theatre equipment sales.

Compo Ad

(Continued from page 1)

14,000 theatres that are dues-paying members of COMPO.

"These theatres have authorized us to buy this space to tell you why repeal of the Federal 20 per cent admission tax is so vital to the life of our industry."

The advertisement continues by stating that admission prices are established by the audience. A comparison between admission prices and the necessities of life, food, clothing, and shelter, is listed.

The advertisement in conclusion says theatres "have only two reasons for hope. The first is that Congress at the last session passed a bill eliminating the admission tax. The second is that when President Eisenhower vetoed the bill, he promised to recommend relief from the tax at this session of Congress.

"Your local movie theatre managers ask only that you and your newspaper reflect the same understanding of their problem that has activated Congress."

Trust Action

(Continued from page 1)

been favored over the Pix-operated Plymouth. Robert Sher, attorney for District Theatres, moved that District be dismissed on the ground that the Cummins group had sold out more than six years before the suit was filed and that therefore the statute of limitations had run out on the complaint. The Cummins group did not oppose the motion, and Judge Matthew McGuire in U. S. District Court here dismissed the suit.

The same argument would not apply for the distributors since the statute of limitations was suspended as regards them during the period that the government's anti-trust suit was pending.

4 Start at Studios; 3 Others Finished

HOLLYWOOD, March 3.—Four pictures went before the cameras, three others were sent to cutting rooms and one was temporarily suspended in mid-shooting last week.

New undertakings were: "Vera Cruz," Hecht-Lancaster, Technicolor, UA; "Mambo," Ponti-De Laurentiis, Paramount; "Tight Squeeze" and "Francis Joins the WACS," U-I.

Completions: "Brigadoon," M-G-M; "Big Rainbow," RKO Radio; and "Matter of Life and Death," 20th-Fox, "Sitting Bull," W. R. Frank production for UA release, was suspended.

Dividends Off, Says Commerce Dept.

WASHINGTON, March 3.—Publicly reported cash dividends of film companies in January were $1,201,000. compared to $1,970,000 in January, 1953, the Commerce Department reported. It attributed most of the drop to Warner Brothers and RKO.

'Mask' Bows March 19

Mayflower's "The Golden Mask" will have its world premiere at the Palace Theatre in New York, March 19, William J. Heineman, vice-president in charge of distribution for United Artists, announced here yesterday.

'Liquidation'

(Continued from page 1)

company pointed out here yesterday.

RKO Pictures Corp., the parent company, would be only a shell in the event the sale of its assets to Hughes was approved and consummated, it was pointed out. Hence, the "possible liquidation" of that company would have little, if any, significance.

The proxy statement makes no reference whatever to Hughes' plans for RKO Radio, the operating company, in the event his offer is accepted by stockholders at their meeting on March 18. He would be the sole owner of the company and would be free to decide its future. However, Hughes has been quoted as saying he has no plans to liquidate the operating company.

UK Film Gain Shown In '53 Quota Report

LONDON, March 3.—The Board of Trade, Films Branch, reporting on operations of the "Quota Acts" relating to the distribution and exhibition of films for the year ending Sept. 30, disclosed that the average proportion of British films shown during that period was 28 per cent for the first feature and 26 per cent for the supporting program film. This compares with 27 per cent and 24 per cent, respectively, for the previous year.

Of the 4,460 returns received by the board, 414 were entirely exempted from quota obligations. Of the remaining 4,226, 884 failed to achieve the prescribed 30 per cent first-feature quota. This compares with 1,043 out of 4,183 for the previous year. Of these 884, 560 fell short by five per cent or less.

A total of 1,626 failed to achieve the prescribed 25 per cent quota for the supporting program feature, which compares with 1,901 for the previous year.

The average quotas achieved for the year as a whole by the three major circuits, all of which are ineligible for quota relief, were 34 per cent for the first feature and 31.5 per cent for the supporting film.

Acquires Md. Houses

BALTIMORE, March 3.—A deal has been completed by Jack Fruchtman of Washington, as head of a corporation, wherein the first-run Tivoli Theatre of Frederick, Md., has been purchased and lease rights bought of the second-run Frederick Theatre. The Tivoli was built in 1926 at a cost of about $500,000 by the late Harry M. Crandall of Washington.

'Mutiny' May Be 1st SuperScope Release

Although RKO Radio is the first licensee for the Tushinsky SuperScope process, there is a strong probability that "The Caine Mutiny," Stanley Kramer production for Columbia, will be the first picture to go into release in SuperScope, "Motion Picture Daily" learned yesterday. Filmed in color by Technicolor with an all-star cast, the picture is reported to have cost three million dollars to produce.

Tushinsky Process

(Continued from page 1)

see, the Tushinksy brothers declared.

As previously described, following its initial showing at the RKO studio two weeks ago, SuperScope is an anamorphic system that is said to differ from others in that the anamorphic positive prints are achieved from normal photography. It is variable in aspect ratio so that anamorphic prints will be available in ratios of 1 to 2, 1 to 1.75 and, in special instances, at 1 to 2.66. These variable aspects, together with the normal print of the picture, it is claimed, will make it possible for a picture to be presented in a new modern form in any type of theatre.

Adaptable to Technicolor

The variable positive prints in SuperScope are made possible, it is said, by special optical devices of the Tushinskys on which patent applications are now filed. These optical devices are reported to be compatible with the printing processes of Technicolor and the introduction of the system to the industry will be with Technicolor prints. Also, variable anamorphic aspect prints can be made from negatives photographed by the new Paramount Vistavision camera as well as the Technicolor three-strip camera and other conventional cameras.

SuperScope requires no functional changes in projection equipment on the part of the exhibitor, the Tushinskys said. The present standard academy aperture is retained, the present focal length projection lens is retained, and the height of the exhibitor's screen remains the same normal height previously used. The only additions to present equipment are the SuperScope variable anamorphic lenses which are attached to any projector and the widening of the screen, they explained.

Since retention of the standard academy aperture results in the exhibitor's complete light source being utilized, SuperScope will answer the principal problem of drive-in theatres, where "cropping" has been unsuccessful due to loss of light, it was said. Such loss of light by "cropping" has also presented problems and inferior projection in the conventional theatre, they asserted.

The SuperScope lenses are now in production and will be available in quantity within 60 days. An announcement will be made shortly regarding the distribution of these lenses and at the present time only details remain in a deal with National Screen Service covering both the sale and renting of the lens to theatres. The presently contemplated sale price of the lens is $350.00 each.

Several of the recently completed RKO pictures have been photographed to the specifications required by SuperScope and it is expected that one of the RKO pictures will be the first to be generally offered and distributed in SuperScope, the studio reported.

In addition to RKO Pictures, Paramount has announced that it will supply anamorphic prints in variable aspect ratios to those exhibitors using the SuperScope projection lens.

Numerous anamorphic test prints have been made from film photographed by the new Paramount Vistavision camera, and the decision of Paramount to furnish anamorphic prints where needed is based upon the quality results of these tests, the Tushinskys said.

In addition to Paramount, SuperScope is also negotiating with other studios, as well as a large number of independent producers, including Wayne-Fellows, Hecht-Lancaster Productions, the Disney studios, and Samuel Goldwyn Productions.

Joseph Tushinsky stated that the SuperScope system and process will be available to the entire industry, including the converting of present anamorphic pictures from their present 2.66 to 1 aspect ratio, to lower conventional aspects; such as 1 to 2, 1 to 1.75.

In the course of developing SuperScope, several of the studios have cooperated, including Paramount, M-G-M, Warner Brothers and Columbia, and from time to time have participated in its testing.

IATSE Local Wants Film Bill Passed

ALBANY, N. Y., March 3.—Local B-51, IATSE, advocates that the Depptatis - Kirschenbaum bill, an amendment to the New York City administrative code, which asks that film shall not be brought into a theatre projection booth unless it has been inspected and repaired and bears evidence thereof, immediately prior to shipment, be passed.

The union claims that "Film exchanges are introducing false and unsafe economies by their failure to provide proper inspection and repair."

Supported by the State Federation of Labor (AFL), the union also maintains, "a dangerous and unwise" condition is allegedly being created and the fire hazard to the public is greatly increased. Additionally, employees that are engaged in film inspection and repair are being "deprived of necessary work" and projectionists have found their work much more difficult," says the union.

Technicolor, Ltd. Sees 25% Dividend

LONDON, March 3.—Directors of Technicolor, Ltd., have recommended a final dividend of 15 per cent for the year ending Nov. 30, 1953. This, coupled with the interim dividend of 10 per cent, will make a total of 25 per cent as compared with the 20 per cent dividend declared the previous year.

Gross profit for the year was £905,696 ($2,583,948) against £780,012 ($2,164,033) for the year ending Nov. 30, 1952.

Luncheon for Kaye

PHILADELPHIA, March 3.—Variety Club, Tent 13, will give a luncheon on March 16 in the Bellevue-Stratford Hotel in honor of Danny Kaye, currently playing at the Shubert, with all proceeds going to the "Heart Fund."

Jack Beresin is honorary chairman and Ralph Pries is chairman.

'Scope Abroad

(Continued from page 1)

"Film competition among the circuits is very keen and installation of the equipment will be to their advantage," he said.

Despite the high cost of CinemaScope and stereophonic sound, British independents have placed over 250 orders. Within the near future, the price will be reduced, Skouras said.

Still Insists on Stereo

Skouras was emphatic in reiterating his company's policy requiring stereophonic sound for presentation of its CinemaScope productions will be continued. He declined comment on Paramount's announcement this week of its Vistavision technique, which requires no special sound equipment, and on the new Tushinsky lens.

Attempts are being made, Skouras said, to have European manufacturers adopt American models of stereophonic sound equipment to ease the existing shortage. This shortage is due to the insufficient variety of models being produced to meet requirements of all types of theatres. "The European film producers are very prosperous," he stated, adding that every country would like to have the process.

A reporter brought up the subject of drive-ins and Skouras reiterated his statement that CinemaScope will not be sold without the left and right speakers to the outdoor theatres.

Sees TV 'Saturation'

"Motion pictures in the United States are returning to their former level in the entertainment field," Skouras concluded; "television here has reached its saturation point."

"Sponsored TV in England will not have the same hold on the public as it has here, but motion pictures with CinemaScope and stereophonic sound will," he said.

N. Y. Theatres Aid in Delinquency Fight

The Metropolitan Motion Picture Theatre Association and the Independent Theatre Owners Association have accepted New York City's invitation to help in formulating plans to combat juvenile delinquency, both organizations announced yesterday.

D. John Phillips, executive director of the M.M.P.T.A., said that his organization which represents 90 per cent of the seating capacity of the city's motion picture theatres, has appointed a special committee to work with Mayor Robert F. Wagner's advisory council.

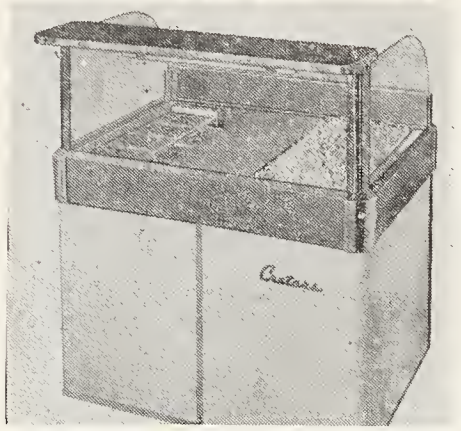
The members of the M.M.P.T.A. committee are Emanuel Frisch, president; Dick Dickson, executive director of the Roxy Theatre; Sol A. Schwartz, president of RKO Theatres, and Joseph R. Vogel, vice-president of Loew's Theatres.

Morton Sunshine of ITOA announced that a committee will be named by that organization at a meeting next week.



In the THEATRE Equipment World . . .

. . . with RAY GALLO



The Cretors' Popcorn Warmer

THE Cretors' Corp., Nashville, Tenn., has a new popcorn warmer for over-the-counter service. It has two 3-cubic-foot elevator wells and forced-air heat circulation. In workmanship, materials and design it is comparable to the Cretors' "Olympic" over-the-counter popcorn machine and can be used side by side with the latter to form a matching popping and storage unit of large capacity. Of all metal construction, the cabinet of the warmer is finished in gleaming cream enamel trimmed in stainless steel and chrome.

•

A three-phase selenium rectifier of new design has been put on the market by H. E. Robin, Inc., East Orange, N. J. It is catalogued as the Robin-Arc X-100 and is designed to deliver 100 amperes at 62 volts continuously from inputs of 185-250-volt, three-phase, 50/60 cycle current. It is adjustable from 36 up to 62 volts in small increments.

•

J. E. MacNellis, president of Best Devices Co., Inc., Cleveland, has announced the company's new line of porthole fire shutters for both indoor and outdoor theatre projection rooms. Four types of shutters are available on special order and in standard sizes from stock. They include Type "F" for the picture port; Type "SF" for the picture and stereopticon port; Type "L" for the observation port; and type "SP" for the spotlight port.

•

Three Chicago companies have joined forces to advertise and promote the new refreshment novelty for drive-in theatres—the Hot Chili Cone. They are the Silver Skillet Brands, Inc., which makes the chili; the Northwest Cone Co., manufacturers of the salted "Eat-It-All" cracker cup; and Helmco-Lacy, manufacturers of the food warmer. The chili is easy to serve; all the operator must do is ladle it out of the food warmer into the special cone, which is taken from a handy dispenser.

Schine Books UA Pair

The Schine circuit has booked United Artists' "Heidi" and "White Mane," UA reports.

Reviews

"Beat the Devil"

(Santana-Romulus-United Artists)

IN the triple role of producer, director and co-writer John Huston has turned the cameras on the antics of an odd menagerie of characters in "Beat the Devil," an offbeat, strangely fascinating film. A strong selling point of the picture is its cast of exploitable names including Humphrey Bogart, Jennifer Jones and the shapely Italian siren Gina Lollobrigida in her first English-speaking role. Seasoned performers all, they bring authority and sharp comic bite to their characterizations. Imaginative photography of striking Italian locales add another attractive touch to this Santana-Romulus production.

Pervading the entire satire is an urbane, literary flavor that will exert strongest appeal to sophisticated audiences. For its character, the picture relies largely on situations rather than story lines.

In the zany, diffused story Bogart is involved with Robert Morley, Peter Lorre and Ivan Barnard in a shady uranium deal in Africa. Stranded in a Mediterranean seaport while their ship is being repaired, Bogart and Miss Lollobrigida, meet Miss Jones and Edward Underdown. The romancing of this foursome causes much concern to Morley and Lorre, who hear that Underdown is also interested in minerals. The ship is finally repaired and everyone sails for Africa, but complications in the form of attempted murder of Underdown, and the unnecessary abandonment of the newly-repaired vessel, arise.

Shipwrecked and seized by Arabs, Bogart smoothly talks his way out by promising an Arab bigwig, who is a Rita Hayworth fan, an introduction to the actress. All return to the seaport town only to meet a Scotland Yard man who arrests Bogart's associates for murder.

Others in the cast include Manuel Serano, Mario Perroni, Marco Tulli and Saro Urzi. The screenplay is by Huston and Truman Capote from James Helvick's novel.

Running time, 92 minutes. General audience classification. For release in March.

"Riding Shotgun"

(Warner Brothers)

AS the ace stagecoach guard with vengeance on his mind, Randolph Scott almost gets taken for a last ride in "Riding Shotgun." Fortunately, he is redeemed toward the end, just as the show itself is saved from slipping into the standard Western category by some expert direction bulwarked with dexterous use of the camera. Although there's enough gun work and movement to assuage the hunger of the most bloodthirsty adventure film fan, the story maintains a more serious point of view than many others of its kind. Wayne Morris as a deputy helps Scott in holding onto his life while Joan Weldon gives him an exceptionally good reason for wanting to hold onto it, namely love.

After waiting years to avenge himself on a criminal, Scott rides right into a trap. What happens is that the outlaw and his gang hold up the coach which Scott was to be guarding and kill several people. Scott, who had been tied and left to die, breaks free from his bonds and stumbles back into town only to find the people bitter toward him in the mistaken belief that he was in cahoots with the gunmen. A lynch spirit swells up against him while he wards off their advances from inside a saloon. Scott knows that the gang is going to strike the town shortly, but his efforts to inform the people about it come to naught.

Suspense mounts and director Andre de Toth has gotten some good mood touches into the picture. Fortunately for beleaguered Scott, the gang strikes in time to divert the populace from smoking him out. A thunderous climax of gunplay and turbulence sees things justly settled.

Ted Sherdman produced from the screenplay by Tom Blackburn.

Running time, 75 minutes. General audience classification. Release date April 10.

"Jennifer"

(Allied Artists)

"JENNIFER" is the story of a mysterious woman, who is never seen, and of her effect on those who come in contact" with her. Although at times it verges on burlesque of psychological drama, Ida Lupino in the starring role gives the picture whatever quality it has. Her intense portrayal of a woman who thinks she has stumbled on to a murder is quite good and holds the attention well.

Miss Lupino plays the newly-employed caretaker of an old and vacated estate. According to the owners, the previous woman, Jennifer, had suddenly disappeared and left most of her possessions behind. Miss Lupino's suspicions take form in various ways, including the mysterious movements of Howard Duff, owner of the local grocery store. When she thinks he's about to do her in, he explains the situation which undoubtedly is a relief to her, but which proves to be a letdown to the audience. The picture builds toward a peak which never materializes.

There are a few good shocker moments, especially when she thinks she sees a dead woman lying in some water, but on the whole "Jennifer" is no more than a mild melodrama. Duff is adequate in his role as are the rest of the cast.

Berman Swarttz produced and Joel Newton directed from a story by Virginia Myers.

Others in the cast are Robert Nichols, Mary Shipp, Ned Glass, Kitty McHugh, Russ Conway, Lorna Thayer and Matt Dennis.

Running time, 73 minutes. General audience classification.

Films Fill Pews in Ottawa Churches

OTTAWA, Ont., March 3.—Ten United Churches here are using a modern method to fill up empty pews on Sunday evenings, with motion pictures drawing extremely well, according to several ministers.

Religious films in a series called "The Living Bible" are bringing to the churches both young and old despite radio and TV attractions, the ministers report. The films are used in place of a sermon and they have been successful in increasing attendance, they say.

Industry to Be Cited By Boston Library

BOSTON, March 3.—The Boston Public Library Centennial Commission will pay tribute to the industry on April 6 when the Commission will observe the 100th anniversary of America's oldest free public library here. The salute will be made in the Sheraton Plaza Hotel at a dinner to which industry executives will be invited.

Charles E. Kurtzman, Northeastern division manager of Loew's Theatres, is chairman of the event. He has named a committee of New England film men, consisting of Edward Fay, Ray Feeley, E. Myer Feltman, Ralph J. Iannuzzi, Irving Isaacs, William Koster, Arthur Lockwood, Joseph Longo, Frank Lydon, Martin Mullin, Samuel Pinanski, Benn Rosenwald and Nathan Yamins.

Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, will be present to accept a citation on behalf of the industry's contribution on educational and cultural levels. He will bring specially prepared footage of early films, including what is believed to be the first picture made in Boston. He will donate the film to the library's archives.

New Type Glasses For 3-D Being Made

CINCINNATI, March 3.—As a result of study of public demand, a new style, wide-screen 3-D viewer is now in production, John F. Dreyer, president of Depth Viewers, Inc., has announced. Dreyer said that his firm has expanded its manufacturing space to turn out the new type viewers.

The rimless 3-D glasses are made of a new rigid Polacoat-Polarized plastic film which is heavier than heretofore so that the paper frame can be replaced. They have 70 per cent more viewing area than earlier models, the company claims.

Two 'B' and Five 'A' In Latest Legion List

"Tennessee Champ" and "Top Banana" have been placed in Class B in the latest listing of the National Legion of Decency.

Of the five films designated as Class A in the same listing, three are in Section 2. They are "The Golden Mask," "Highway Dragnet" and "Yankee Pasha." "The Final Test" and "Melody of Love" have been placed in Class A, Section 1.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 43 NEW YORK, U. S. A., FRIDAY, MARCH 5, 1954 TEN CENTS

Warns Goldwyn

'Dope' Films Harmful, Says Narcotics Top

Anslinger Rejects Code Change Approving Them

WASHINGTON, March 4.—"Modernizing" the industry's Production Code to permit treatment of narcotics subjects in motion pictures, as advocated by Samuel Goldwyn, would not be in the public interest, Harry J. Anslinger, U. S. Commissioner of Narcotics, asserts in a letter written to the producer yesterday and released at the Treasury Department here today.

On three recent occasions Goldwyn has publicly advocated removal of the Production Code's current ban on the narcotics theme as production material. The first time was over a West Coast television program, the second time in a speech at the recent Screen Writers Guild annual awards dinner in Hollywood, and most

(*Continued on page 3*)

A.A. Will Start Ten Films in 3 Months

HOLLYWOOD, March 4.—Ten pictures will go into production for Allied Artists during the next three months, including "Wichita," the company's first CinemaScope production, which will have color in Technicolor, executive producer Walter Mirisch has disclosed.

Mirisch also revealed that 15 other properties are in active preparation, in what he termed the greatest production program in the history of the company.

Standard Films 'Out' In 2 Years: Johnston

BUENOS AIRES, March 4.—Growth and general acceptance of new projection media was predicted here today by Eric Johnston, president of the Motion Picture Association of America, who stated that the "standard" form of film would be discarded within two years. Johnston came here following the close of the film festival in Brazil.

Claims Stereo For Drive-ins

What may be the answer to stereophonic sound in drive-in theatres was described here yesterday by Claude Ezell, Texas drive-in operator, whose organization has developed a compact three-horn unit in a single speaker.

Ezell, and an associate, Albert Reynolds, flew to New York from Dallas to show the speaker to Spyros Skouras and other 20th Century-Fox executives. While Skouras would not say specifically that 20th-Fox had approved the Ezell instrument, he showed considerable enthusiasm and stated that the company would approve "anything that would help drive-ins to have stereophonic sound."

While an audio demonstration could not be given in the 20th-Fox home of-

(*Continued on page 8*)

Cites Growing Role Of Independents

The growing prominence of the independent producer and the increasing responsibility of distribution companies handling independent product was pointed up here yesterday by Herbert Golden, of the amusement industries division of Bankers Trust Co.

Golden, who recently returned from a three-week trip to the Coast, explained that the "responsibility" of distribution companies today includes that of financing, varying from acting as a guarantor or opening the avenues of financing to independents. Virtually

(*Continued on page 8*)

Democrats

ASK FOR LOWER US TICKET TAX

10% Cut Insufficient, Tenn. Exhibitors Say

NASHVILLE, Tenn., March 4.—Only a complete elimination of the amusement tax can avoid bankruptcy of theatres in some situations, W. Russell Holder, president of the Rockwood Amusement Co., stated here, in echoing the plea to Congressional representatives by Stacey Wilhite, president of the Tennessee Theatre Owners Association. Wilhite said on Wednesday in Washington that "the 10 per cent rate cut in the over-all excise tax reduction measure

(*Continued on page 8*)

To Set New Talks On Italo-U.S. Pact

Agreement has been reached on an agenda for a new meeting between Eitel Monaco of the Italian government film commission and Griffith Johnson of the Motion Picture Export Association to further discuss a new film import and remittance agreement for the American industry and Italy, an official of Italian Films Export said here yesterday on receipt of advices from Rome.

Date and place of the new meeting

(*Continued on page 8*)

To Open House Campaign On Exemptions, Seeking To Amend Reed Measure

By J. A. OTTEN

WASHINGTON, March 4.—The House Democratic leadership today decided to make a strong drive on the House floor to amend the Reed Excise Bill so as to exempt from the Federal admissions tax all tickets costing 50 cents or less.

The House Ways and Means Committee met formally today and reported the Reed Bill to the House, including the provision approved yesterday to reduce the 20 per cent ticket tax to 10 per cent. If the Democrats are successful in their drive on the House floor, the result would be passage of a bill which removes the tax completely on tickets costing 50 cents or under and cuts the tax to 10 per cent on tickets costing over 50 cents. The least that could be passed, however, would be the Reed Bill with its reduction to 10 per cent on all tickets.

The Democratic formula is not quite what the tax committee

(*Continued on page 3*)

House Vetoes USIA Appropriation Cut

WASHINGTON, March 4.—The House defeated by a voice vote a move to cut another $20,000,000 from the appropriations for the U. S. Information Agency in the year starting July 1.

The House Appropriations Committee had voted to give the agency $75,814,000 for the coming fiscal year, compared with a budget request of $89,000,000. When the bill came up on the floor today, Rep. Busbey (R., Ill.), proposed cutting the amount to

(*Continued on page 8*)

An Open Letter To Samuel Goldwyn

I NOTE that in an address to the Screen Writers Guild in Hollywood last week you repeated your proposal of several weeks ago that the Production Code be "modernized." In sequel to your proposal there appears to have arisen between you and Eric Johnston a dispute as to whether or not Mr. Johnston had agreed, in accordance with your request, to call a mass meeting of all interested persons to discuss the entire question.

In order that your proposal for what you believe to constitute a needed "modernization" of the Code shall not become entangled in an incidental dispute as to whether or not Mr. Johnston promised to call a mass meeting, I in turn make to you the following proposal:

That you inform me, either verbally or in writing, what changes in the Code, what additions or eliminations, you think necessary for the accomplishment of the purposes for which it is intended.

I agree that after study of any such proposals as you may submit to use my good offices to persuade the board of directors of the Motion Picture Association to adopt any or all of the items of your proposals

(*Continued on page 3*)

Va. Theatres Can Open Sundays Now

RICHMOND, March 4.—Theatres in Virginia can now open Sundays under a bill passed by the state Assembly. The bill, sponsored by the Virginia Motion Picture Theatre Association, exempts motion picture theatres from the state's Sunday code.

Personal Mention

E. R. ZORGNIOTTI, president of Italian Films Export, U. S. A., and executive vice-president of I.F.E. Releasing Corp., will leave here by plane today for Rome.

•

NED L. PINES, publisher of "Silver Screen" and "Screenland," and WILLIAM A. ROSEN, vice-president in charge of advertising for Pines Publications, have returned to New York from the Coast.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general manager, will return to New York today from Hollywood.

•

JOHN P. BYRNE, Eastern M-G-M sales manager and captain of the company's 30th anniversary campaign, is due back in New York today from Philadelphia.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, and DINAH SHERIDAN, English actress, were married in London on Wednesday.

•

WILLIAM B. ZOELLNER, head of M-G-M short subjects and newsreel sales, is in Buffalo today from Detroit, and tomorrow will go to Boston.

•

RICHARD BROOKS, director, and VAN JOHNSON will sail from New York tomorrow aboard the "Liberte" for Europe.

•

HILDA LESSER RICKLES, secretary to E. M. SAUNDERS at M-G-M, has returned to New York from Miami Beach.

•

ED HARRISON, film publicist, is back on the job after being incapacitated for five months as a result of a broken leg.

•

PHIL HODES, former industry executive, is in New York from Highland Park, Ill., and is headquartering at the RKO exchange.

•

KENNETH CLARK, Motion Picture Association of America vice-president, is in New York from Washington.

•

MILTON SCHWABER, head of Schwaber Theatres, Baltimore, has returned there from Florida.

•

ELIZABETH TAYLOR and MICHAEL WILDING left New York yesterday for Florida.

•

ROSEMARY CLOONEY and JOSE FERRER will return to New York on Monday from Europe.

•

CHESTER ERSKINE, producer, has arrived in New York from Hollywood.

John Watson Dies

TUNICA, Miss., March 4.—John Thomas Watson, 43, owner of the Palace Theatre here, died of a heart attack at his home. He leaves his wife, Wilma, a son, John, and his mother, Bessie.

Members Being Informed

Proxy Voice in Distribution Sought in Allied Stock Plan

Allied States Association's plan to gain a voice in the operations of a distributing company calls for merely the purchasing of stock in a selected company by Allied members and giving their proxies to an Allied committee which will vote them at annual stockholders' meetings. This procedure is brought out in regional units bulletins to their members.

Member-purchasers will be asked to pledge their playdates and, as one bulletin puts it, "to play the pictures made by the company under Allied control at prevailing market prices for equivalent product." It is stressed that the shares will remain the property of the individual members who will collect the dividends and keep them. Any appreciation of value, whether as a result of Allied's purchase, directorship or otherwise, remains with the purchaser, members have been told.

The phraseology of the instructions to Allied members was regarded by some observers as an indication that Allied will seek to gain control of a company.

Sees Upswing, Looks To Buy Theatres

The turning point in exhibition has been reached, according to veteran exhibitor David Weinstock, president of Raybond Theatres, who said here yesterday that he is now in the market for acquiring theatres.

Weinstock, who heads the circuit which now operates three theatres, said "at this point I'm searching for theatres." He said that his optimism is based on home television passing its peak, the box-office draw of new motion picture techniques and the probability of a reduction in the Federal admission tax.

Raybond Theatres, which now operates the off-Broadway first-run Normandie and the Rivoli, in Brooklyn, in addition to the Rialto, in Newark, N. J., had relinquished its interest in a number of houses in the past.

NBC Sets Plans for 'Oscar' Ceremonies

A revolving stage, 18 feet in diameter, will be used in the RKO Pantages Theatre, Hollywood, for the Academy Award ceremonies on March 25, it was announced here by the National Broadcasting Co., which will carry the proceedings.

Production numbers by top singing stars, with a chorus in costume, will highlight the ceremonies, it was stated. Both the Pantages and the Center Theatre here, where part of the show will originate, will use 15 by 20 foot screens for the benefit of the studio audiences, it was said.

Variety Club Premiere

OMAHA, March 4.—Ticket sale for the Variety Club sponsored premiere of 20th Century-Fox's CinemaScope "Night People" at the Nebraska Centennial for the Society of Crippled Children on March 11 has brought in $2,500 to date. Seats in the "Golden Circle" are priced at $25 and general admission tickets are $5.

'Mission' Opens Today

"Dangerous Mission" will open at the Holiday Theatre here today.

Non-Union House Gets 'Salt' Here

The Grande Theatre here, which has booked the controversial "Salt of the Earth" does not employ IA projectionists, it was stated here yesterday by a spokesman for IATSE Local 306, who called the Grande Theatre a "non-union" house.

The IA projectionist local was contacted in light of IATSE president Richard Walsh's expressed distaste for the film, produced and directed by either members of the "Unfriendly Ten" or Hollywood personalities who declined to cooperate in the Congressional probe of communism. Walsh called upon all IA locals to inform him of any situation where the picture has been booked, giving rise to reports that IA projectionists may refuse to handle the film.

Quick Action Planned

A Local 306 official said here yesterday that if the film, which tells the story of a mining strike in New Mexico, is booked in any IA house, Walsh would be informed immediately.

The film, slated to open at the Grande on March 14, was directed by Herbert J. Biberman from a script by Michael Wilson, while Paul Jarrico produced the picture for Independent Productions Corp. It stars the Mexican actress Rosaura Revueltas, who was deported following charges in Congress that the film was Communist-inspired. The leading male role is played by Juan Chacon, in real life the president of the International Mine, Mill and Smelter Workers, Local 890, of Bayard, N. M. The Mine, Mill and Smelter Workers has been ousted from the CIO on charges of being Communist-dominated.

Zabel FWC Manager In Bowser's Absence

HOLLYWOOD, March 4.—Edwin F. Zabel, chief film buyer for National Theatres, has been named by Charles P. Skouras, president of NT, to serve as general manager of the Fox West Coast circuit during the six-month leave of absence granted to George Bowser, vice-president, who will tour Europe.

'Fewer But Better' Policy Fine Only When You Get Both

FT. LAUDERDALE, Fla., March 4.—The current production policy of "fewer but better pictures" is fine for exhibitors when the producers deliver what they're talking about, but extremely hazardous for the theatre when the fewer pictures aren't better, according to James C. Shanklin, Ronceverte, W. Va., exhibitor, who is vacationing here.

Television was introduced to his home territory only recently, Shanklin said, and his experience has been that "with a good production I can still do fine box office."

'No Place for 'B' Picture'

"In my judgment, there is no place now for the 'B' picture," Shanklin said. "If we are to survive against all competition nowadays we must get top productions. Longer runs from them will take up the slack created by the decrease in production. But we must have those top productions.

"If we could get only 50 such pictures per year, I feel sure they would be sufficient, with proper exploitation and good showmanship, to keep our theatres lighted."

Shanklin quoted an editorial from the "West Virginia News" appraising the relatively new TV there as follows: "The more we see of television the more convinced we become that we have been wasting a lot of sympathy for the future of the movies. They have nothing to fear if they stick to entertainment."

Lou Shanfield Retires

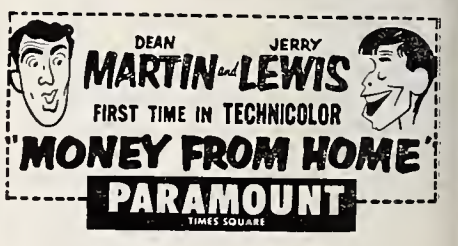
Lou Shanfield of 20th Century-Fox's home-office art department, who is retiring today after 21 years service, was honored by 75 of his colleagues last evening at a dinner held at Luchow's Restaurant.

'Jungle' to Mayfair

Paramount's "The Naked Jungle" has been booked by the Mayfair Theatre here, the distributor has announced.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
LUCILLE BALL • DESI ARNAZ
in
"THE LONG, LONG TRAILER"
Photographed in Ansco Color
Print by Technicolor • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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Ask Lower Tax

(Continued from page 1)

of the Council of Motion Picture Organizations has been seeking, but it certainly is close enough to make COMPO very happy if it were approved. COMPO has been seeking an exemption of the first 50 cents of any admission charge and 10 per cent tax on the rest. For tickets of 50 cents or under, the COMPO plan and the Democratic plan would be the same—complete exemption. The COMPO plan would mean a slightly better break, however, than would the Democratic plan for higher-priced tickets. Under the COMPO plan, for example, on a $1 ticket there would be a tax of 10 per cent only on the last 50 cents—or a 5 per cent tax. Under the Democratic plan, the full $1 would be taxed or a tax of 10 cents.

There's still a chance that the Democrats will offer the COMPO proposal. But as of now, according to Rep. McCormack (D., Mass.), he intends to offer the official Democratic motion "to exempt all admissions up to and including 50 cents." The Democratic strategy was decided at a closed-door meeting of Democratic members of the Ways and Means Committee with minority leader Rayburn (D., Tex.) and McCormack.

The bill is scheduled to come up for a House vote Wednesday, and House GOP leaders predicted it would be passed in its present form. Under House rules, the official Democratic motion will be the only motion that can be made on the House floor to change the committee-approved bill.

According to committee officials, reduction of the admission tax to 10 per cent would cost the Treasury about $160,000,000 a year and exemption of tickets of 50 cents or less would cost another $40,000,000 annually.

May Appeal to Senate Group

If the Democratic drive should fail in the House, COMPO would turn its attention immediately to the Senate Finance Committee. Indications are that the committee plans to move quickly on the excise bill, with very brief hearings, if any.

House Republican leaders are confidently predicting that the President—despite his statement that the excise cuts in the Reed bill go too far—will not veto the bill unless many deeper cuts and more cuts are made in the Senate. One key GOP leader in the House said the Treasury is looking to the Senate to remove some of the cuts in the House bill, but that "the Treasury will be lucky if the Senate doesn't make more cuts."

Mason 'Bound to Go Along'

Rep. Mason (R., Ill.), who cast key votes against Democratic proposals for greater relief for the film industry in the committee meeting Wednesday, said the 50 cents exemption might be taken up in a later, separate bill. He said there had been an agreement among Republican members of the committee to hold the line against any efforts to cut excises more than proposed in the Reed bill, and that he felt bound to go along.

An Open Letter To Samuel Goldwyn

(Continued from page 1)

that I find possible to justify with the original intent and purposes of the Code.

☆ ☆ ☆

I AM HEARTENED by your renewed assurance of loyalty to the basic principles upon which the Code is founded and by your declaration that you are "wholeheartedly in favor of sound self-regulation that will keep motion pictures on the highest level of decency and good taste." This high-minded position which you have publicly taken entitles you to be heard in full as to how and where the Code should be amended.

Hence, I offer to you space in this publication to state your proposal in whatever detail you may choose, together with the above-mentioned agreement personally to urge the adoption of all in your proposals that justify with the original intent and purposes of the Code.

It apparently has been decided that there will be no mass meeting called to discuss Code changes. Such a decision is doubtlessly a wise and prudent one. The subject matter is not such as to offer any hope that out of the din and clamor of an unorganized program of speechmaking anything constructive could be realized. The Code plan did not originate out of any such environment and the basic, definitive document, which has well-served its purposes for the past twenty-four years, was not and could not have been written by a mass meeting.

In prompting, as you have, a widespread agitation for Code "revision" there is an obligation devolving upon you to follow through and make known details of the proposal you have in mind, both for what betterment for the Code operation they may portend and also so that those who have followed your lead in calling for "revision" may know in detail where you have sought to lead them.

☆ ☆ ☆

THE QUESTION originally raised by you on "revision" must have been deemed by you as an important one. It should not now be left hanging in the unprofitable status as to whether or not Mr. Johnston promised to call a mass meeting. Certainly it cannot reasonably be said that a mass meeting is the indispensable key to any needed solution of the question. It would be uncharacteristic of you to approach any such mass meeting without first having accomplished a clarification of your own views. It would similarly be unexpected that any such meeting—however eloquent and numerous the speeches—would seriously affect your original conclusions.

Therefore, it would seem to devolve upon you to accept the proposal of this letter, or adopt some other means, promptly to make known what you mean by "revision." Your name, which is one of status and authority with the public, is now linked with a demand for "revision," to which there has been a negative response. The public as a consequence sees what it interprets as an industry split into warring camps—for and against the Code. The situation is an unhappy one for an industry which otherwise has quite enough to contend with in the area of public relations.

There are other reasons as well, Mr. Goldwyn, why you should consider taking early steps to clarify your Code position:

☆ ☆ ☆

ALTHOUGH IT IS well known within the industry to have been only an accident of timing, your original call for "revision" came coincidentally with the appearance of Howard Hughes' "The French Line," and as a result it is widely assumed by the public that you were calling upon the Code to be so "revised" as to be able to approve the material in that picture which had been objected to.

And, further, as you must know, it is alleged by some that your call for the Code revision was prompted more by an urge for press attention rather than serious concern as to the literal provisions of the Code.

All of this seems to make clear—and I hope will be so accepted by you—that no time should be lost in proceeding by one means or another to make known precisely how and where you think the Code fails, and how any such failure may be remedied.

I am sure, Mr. Goldwyn, that as the person responsible for originating and developing the Code you will respect my right to an especial concern over the unclarified situation created by your unspecified demand for revision and that you will cooperate presently to the end of making plain for examination and discussion by the industry and the public just what you are seeking.

MARTIN QUIGLEY

New York City, March 5, 1954.

Narcotics

(Continued from page 1)

recently in an interview in the "U. S. News and World Report," out tomorrow.

Commissioner Anslinger also reminds Goldwyn in his letter that the Production Code was revised in 1946 to permit the treatment of narcotics subjects in films and the results were so adverse that the Code ban had to be reinstated. He cites similar adverse experience with the subject as motion picture material in England and names national organizations which have taken a strong stand against the proposal which on three occasions has been advocated by Goldwyn.

Insofar as is known, the narcotics change is the only suggestion Goldwyn has offered publicly for "modernizing" the Code since he was invited last December by Eric Johnston, Motion Picture Association of America president, to submit such proposals to the MPAA board after Goldwyn had pronounced the Code out-of-date.

In his letter to Goldwyn, Anslinger says in part:

"Judging from the many motion pictures on narcotics that we have reviewed, it is our opinion that it is almost impossible to produce pictures dealing with the subject that do not stimulate undue curiosity or interest concerning the use of and traffic in such drugs, inciting to violations of the narcotic and marijuana laws. Experience shows that it is clearly not in the public interest to feature such a morbid subject as the illegal narcotic traffic and addiction.

"We have been successful in checking the trend toward an increase in juvenile narcotic addiction in many places where it has been a problem. It would be most unfortunate therefore for the public welfare if any action such as the showing of motion pictures on narcotics were taken now to endanger these recent gains."

"While I have profound respect for your views, I thought you should have the benefit of our experience in this field as we can definitely trace drug addiction and drug peddling to the showing of certain motion picture films dealing with narcotics," Anslinger concluded.

The authorities of 68 countries, Anslinger said, "maintain that direct propaganda of this type is dangerous and open to grave controversy and objection."

Arnall Due Here for Conferences Today

Ellis Arnall, president of the Society of Independent Motion Picture Producers, is due here today from Atlanta for a series of conferences with officials of member SIMPP companies and others.

Conferences are slated with Roy O. Disney, president of Walt Disney Productions; James A. Mulvey, president of Samuel Goldwyn Productions, and Arthur L. Mayer, president of the Independent Motion Picture Distributors Association. At the weekend, Arnall is scheduled to leave for the Coast, where he will preside Sunday night at a dinner honoring independent producer Stanley Kramer.

20th Century-Fox Salutes the



PHOTOPLAY GOLD MEDAL AWARD TO

Marilyn Monroe

MOST POPULAR ACTRESS OF 1953

NOW! **"HOW TO MARRY A MILLIONAIRE"**
CinemaScope • Technicolor

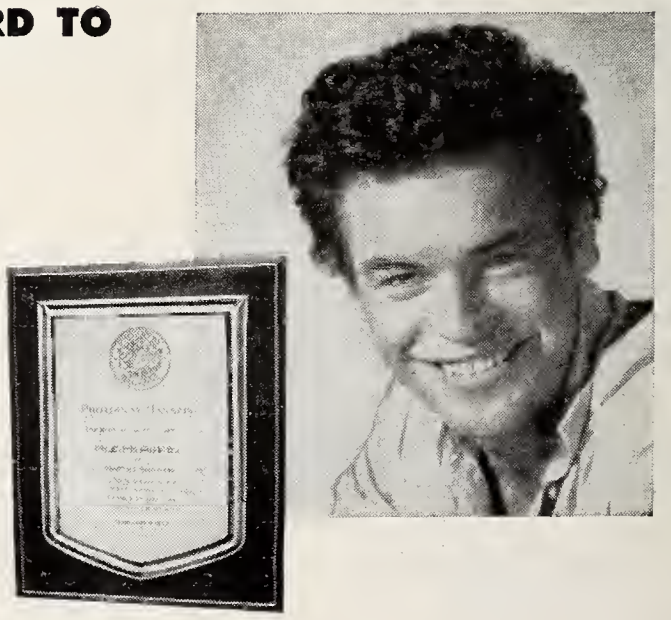
SOON! **"RIVER OF NO RETURN"**
CinemaScope • Technicolor

...and have you dated her in "GENTLEMEN PREFER BLONDES", "NIAGARA", "DON'T BOTHER TO KNOCK" and "WE'RE NOT MARRIED"!

SPECIAL PHOTOPLAY ACHIEVEMENT AWARD TO

Robert Wagner

FOR HIS RAPID RISE TO STARDOM IN 1953



NOW! **"BENEATH THE 12-MILE REEF"**
CinemaScope • Technicolor

SOON! **"PRINCE VALIANT"**
CinemaScope • Technicolor DeLuxe

...and have you dated him in "TITANIC"!

OTOPLAY AWARD Winners!



SPECIAL PHOTOPLAY ACHIEVEMENT AWARD

TO

CinemaScope

"A MAGNIFICENT CONTRIBUTION
TO MOTION PICTURES BY 20th CENTURY-FOX"
Presented to **DARRYL F. ZANUCK**

THE HALLMARK OF QUALITY IN MOTION PICTURE ENTERTAINMENT! At its superb best on the Miracle Mirror Screen...In the wonder of 4-Track Magnetic Stereophonic Sound! Have you seen the grosses, in theatres large and small, on "THE ROBE," "HOW TO MARRY A MILLIONAIRE," "BENEATH THE 12-MILE REEF," "KING OF THE KHYBER RIFLES" and "HELL AND HIGH WATER"!





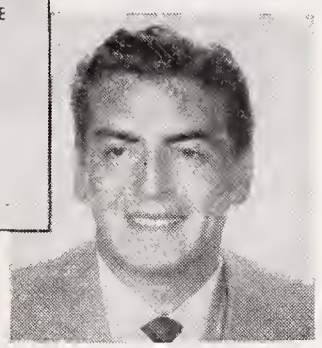
PHOTOPLAY CITATION TO

Richard Widmark

his performance in "PICKUP ON SOUTH STREET"
ne of the year's top grossers! Date it again!

"HELL AND HIGH WATER" CinemaScope · Technicolor DeLuxe
N! "GARDEN OF EVIL" CinemaScope · Technicolor DeLuxe
have you dated him in "DESTINATION GOBI"!





PHOTOPLAY CITATION TO

Victor Mature

for his performance in "THE ROBE"
The greatest boxoffice attraction in the entire history of entertainment!

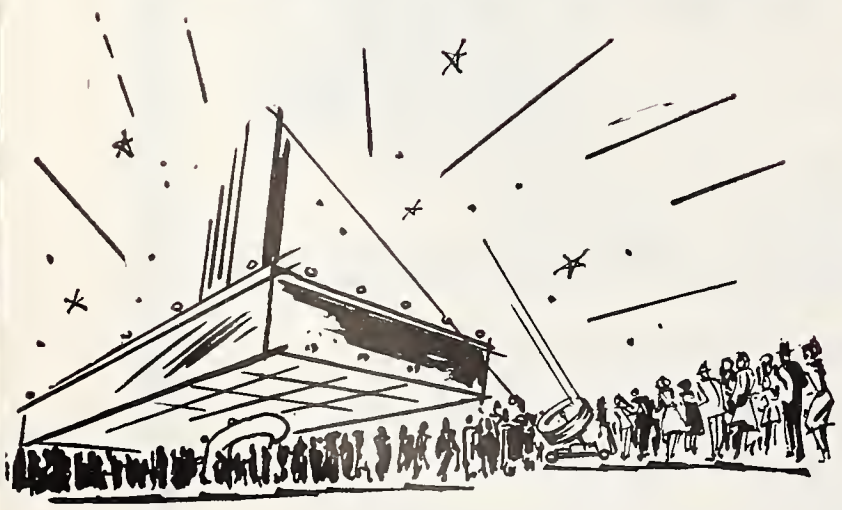
SOON! "Demetrius and THE GLADIATORS"
CinemaScope · Technicolor DeLuxe

This is

THE GLEN

Boxoffice

First 141 Eng



141 HO

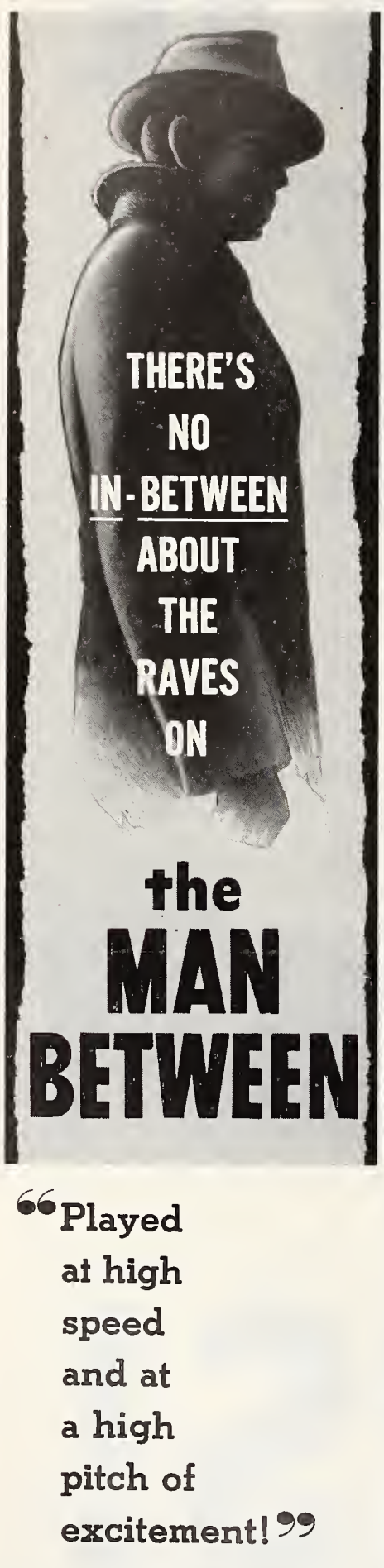
N MILLER STORY



agements

LDOVERS!

NO. 7 IN A SERIES OF GREAT REVIEWS



"Played at high speed and at a high pitch of excitement!"

—N. Y. HERALD TRIBUNE

Review

"Paris Playboys"

(Allied Artists)

HAVING just about run the gamut of places in America where they can be out of place and thereby funny, the Bowery boys have set out for distant lands. The genteel queen city of Europe proves to be a suitably incongruous place for these New World ruffians to practice their antics, and scriptwriters Elewood Ullman and Edward Bernds have squeezed in as much slapstick as possible to get maximum contrast with the film's cultural setting—physically speaking. The end result is pretty much the same as what the boys usually produce.

Bernard Gorcey, Veola Vonn, Steven Geray, John Wengraf, Marianne Lynn, David Condon and Bennie Bartlett are variously involved in the proceedings, which get under way when Hall is mistaken for a missing French scientist and, after clarifying his identity, is employed to impersonate the missing man in his Paris home and surroundings, until the genuine scientist can return. Usual misunderstandings and complications follow, and the picture winds up with Hall having accidentally discovered the formula the scientist has been unsuccessfully working on for a decade.

Ben Schwalb produced and William Beaudine directed, each with their usual competency.

Running time, 62 minutes. General classification. Release date March 7.

Independents

(Continued from page 1)

every major company with the exception of Metro-Goldwyn-Mayer and Universal is linked up with a number of independents, he continued, adding that Metro traditionally does not release independent product.

The changeover from what Golden termed the "pure independent," who procured his own financing and delivered the print for distribution, came gradually, heightened, however, by new industry conditions. These he listed as the tightening up of bank credit and the drying up of considerable sources which provided money for film financing.

Several Factors Involved

Other factors stressing the growing role of independents in Hollywood today, Golden continued, are the production cuts of major studios and the introduction of new techniques. Favoring the independents' tie-up with major distribution companies, Golden explained, are that some top quality pictures are obtained by the distributors for a relatively small cash outlay, thereby reducing the distribution companies' risks.

Golden saw the greatest difficulty in today's market for the "medium" budgeted picture, maintaining that the "big" pictures do well, while low budgeted pictures can more readily recoup costs and show a profit.

Disney UK Company to Handle 'Desert'

LONDON, March 4.—Walt Disney's London company, Walt Disney Film Distributors, Ltd., will distribute Disney's "The Living Desert" here. Headed by the two Disney executives, Cyril Edgar and Cyril James, the firm is planning to concentrate solely on the film.

Arthur Allighan has been appointed publicity manager of the new Disney company. Allighan was in charge of 20th Century-Fox British production until its recent close-down.

Extend Contract

HOLLYWOOD, March 4. — The Academy of Motion Picture Arts and Sciences announced that the public relations contract of the firm of Howard G. Mayer and Dale O'Brien has been extended through the Academy Awards of 1957.

10% Cut Insufficient

(Continued from page 1)

is not enough to save small theatres from bankruptcy."

Holder, whose company operates 30 theatres in small Central Tennessee towns, said that he had closed four houses in recent months. Wilhite announced that his "A" theatre in Cookeville, Tenn., had closed.

Italo-U.S. Pact

(Continued from page 1)

are expected to be set with the return here this weekend of Eric Johnston, Motion Picture Association of America president, from South America. The I. F. E. spokesman said Monaco has described the talks held heretofore on the new Italo-American agreement as having been in a "most friendly and cooperative" spirit.

3 Exchanges Top U-A Sales Drive

United Artists' 35th anniversary sales drive is in the third week of the third lap with Washington, St. Louis and Winnipeg exchanges in the lead. William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, announced here yesterday.

The Washington exchange is headed by Art Levy. D. J. Edele manages St. Louis, and A. Feinstein is in charge at Winnipeg. The drive will end May 15.

Gen. Sarnoff Named 1954 Humanitarian

PHILADELPHIA, March 4.—The 1954 Humanitarian Award of the Golden Slipper Square Club was presented last night to Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America.

In his response Sarnoff urged "greater understanding among the peoples of the world to meet the challenges and opportunities of this age."

Skouras to Florida

Spyros P. Skouras, president of 20th Century-Fox, will leave here tomorrow for Miami to attend a meeting of the company's board of directors which will be held there on Sunday.

Drive-ins

(Continued from page 1)

fice where the unit was shown to the trade press, an explanation was offered by Ezell, Reynolds and Herman Goldstein, whose company, the Bishop-Green Corp., will manufacture the equipment.

Mechanical Features Described

The speaker is made of fibre glass and weighs 2¾ pounds. It is 15 inches long, six inches in depth and five inches high, slightly curved with three cones approximately two inches apart. The speaker can be suspended from the rear view mirror or the defroster ledge of a car by a thin cable which is capable of holding a weight of 500 pounds. The speaker will rest at approximately the spot where the radio is now located on the dashboard. The three horns can be regulated by a single volume control and can be used for both stereo and conventional sound, according to Ezell.

It is claimed that the speaker gives true stereophonic sound and that it is not a "mixer." It will be available to all manufacturers on a license basis. It will have its first public performance in either Corpus Christi or Dallas on March 16.

Appropriation Cut

(Continued from page 1)

$55,814,000, but was defeated on a voice vote. The House will pass the bill tomorrow without any further change in the U.S.I.A. appropriations.

The bill includes the full amount requested by the administration for the Justice Department's Anti-Trust Division. It vetoes requests to expand the Commerce Department's Business and Defense Services Administrations and the Census Bureau.

French Film Is First On UK Academy List

LONDON, March 4.—"Forbidden Games," French picture, has been voted the best film of 1953 by the Council of the British Film Academy. "Genevieve" was cited as the best British film of that year and "The Conquest of Everest," also British, as the best documentary.

Audrey Hepburn and John Gielgud won the awards as best British actress and best British actor. Both received their trophies for work done in American films, Miss Hepburn being cited for "Roman Holiday" and Gielgud for "Julius Caesar." Marlon Brando was named best foreign actor for his work in "Caesar," while Leslie Caron's performance in "Lili" won her the accolade of best foreign actress.

RKO Weighs Fight On Chi. 'Line' Ban

CHICAGO, March 4.—RKO Radio has retained the local law firm of Pope and Ballard following the banning of "The French Line" by Police Commissioner O'Connor. However, no appeal or other court action has been instituted yet insofar as could be learned today.

Perry Lieber, RKO Radio publicity and advertising chief, is here from Hollywood and conferred with the attorneys today. Several local "civil liberties" officials have indicated they will help the company fight the police censor ban.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

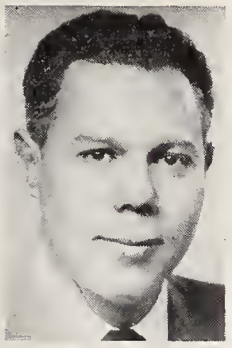
VOL. 75. NO. 44 NEW YORK, U.S.A., MONDAY, MARCH 8, 1954 TEN CENTS

Inactivity Hit

Reade in New Warning on Film Shortage

Exhibition's Need for Inventory Emphasized

A charge that production today has "little or no understanding of exhibitors' lack of inventory" was made here at the weekend by Walter Reade, Jr., president of Theatre Owners of America, who reported to TOA members on the lack of activity in Hollywood which he said he encountered on his recent visit to the Coast.



Walter Reade, Jr.

Reade, in a TOA special bulletin telling of his reactions to the new processes he saw while on the Coast,

(*Continued on page* 4)

Reade Hails Para.'s Vistavision and Tushinsky Lens

The Tushinsky lens and Paramount's Vistavision process were hailed by Walter Reade, Jr., president of Theatre Owners of America, in a special TOA bulletin issued here at the weekend.

Reade, apprising exhibitors of the demonstrations he witnessed while out

(*Continued on page* 4)

$155,000 Sought by IBC for June Bout

The International Boxing Club is seeking a $155,000 minimum guarantee for theatre television rights to the upcoming Rocky Marciano - Ezzard Charles heavyweight title bout, it was learned here at the weekend.

The reported IBC demand for the June 17th fight, slated for the Yankee Stadium here, represents the biggest minimum guarantee ever sought by the IBC for a title bout.

March 29 Through April 2

Paramount Sets 32-City Screening of New Films

A 32-city Paramount product show for exhibitors, circuit operators and film buyers will be staged by Paramount from March 29 through April 2, it was disclosed here at the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Called the Paramount Pictures "Pageant," the program will highlight three Paramount pictures, "Elephant Walk," "About Mrs. Leslie," and "Knock on Wood," besides company production and releasing plans. The pageant is designed to provide theatres with an uninterrupted flow of "top-flight" pictures, it was stated.

The theatres selected and the day each will be taken over for the program will be announced shortly, Schwalberg added. Under the program, local division and branch managers will be hosts at the all-day screening.

"Elephant Walk" is a Technicolor drama set in the jungle tea country of Ceylon, where much of it was filmed. Elizabeth Taylor, Dana Andrews and Peter Finch are starred. Irving Asher produced and William Dieterle directed from a screenplay which John Lee Mahin based on the best-selling novel by Robert Standish.

"About Mrs. Leslie" features Academy Award winner Shirley Booth in her first screen appearance since "Come Back, Little Sheba." Produced

(*Continued on page* 4)

Drive-in Conference Tues.-Wed. in K.C.

KANSAS CITY, March 7.—Industry leaders on the program now planned for the drive-in conference under the auspices of the Kansas-Missouri Theatre Association here on Tuesday and Wednesday include Paul Peterson, general manager of the Walter Reade drive-in theatres, who will moderate the discussion of concessions; Jack Braunagle, who will be moderator of the discussion on exploitation, and Glen Cooper of Dodge

(*Continued on page* 5)

Heavy Film Schedule Set by King Bros.

King Brothers Productions has one picture ready for national release and six other properties in various stages of preparation, Herman King said here this past weekend.

Meeting with the trade press at the RKO Radio home office where he discussed promotional and sales plans, King announced that the English version of "Carnival Story," which was

(*Continued on page* 5)

BOT Sets 'Album' ANTA Deal for 1st Broadway Telecast

A deal has been set to theatre telecast the "Album Show" of the American National Theatre and Academy on May 23, representing the first Broadway legitimate stage production to be offered to theatre TV, it was disclosed here at the weekend by Box Office Television, the agency which booked the event.

Details of the planned telecast will be announced at a press conference on Wednesday, called by ANTA, it was stated. The production, billed a "super benefit," will highlight top Broadway and Hollywood talent and will last two-and-a-half hours during the evening hours of Sunday, May 23.

Edgar A. Rosenberg, executive producer of BOT, will stage the event

(*Continued on page* 4)

W.B. 'Scope Films Sans Stereo in U.K.

LONDON, March 7.—As in the U. S., all Warner pictures in CinemaScope released here will be offered with either stereophonic sound or single optical track recording, in accordance with any given exhibitor's requirements, Wolfe Cohen, head of Warner Bros. International, said on Friday.

Cohen has arranged to test reels incorporating excerpts from eight forthcoming Warner CinemaScope

(*Continued on page* 4)

'Look' Names Stengel 'Exhibitor of Year'

Kermit C. Stengel, president of the Crescent Amusement Co. of Nashville, Tenn., was named the "motion picture exhibitor of the year" in "Look" Magazine's 13th annual film achievement awards which will be announced in the current issue of the publication. Audrey Hepburn and William Holden shared the top acting honors in the poll. Paramount placed first among

(*Continued on page* 4)

WILL H. HAYS

Nov. 5, 1879-Mar. 7, 1954

Will H. Hays, president of the Motion Picture Producers and Distributors of America from 1922 to 1945, died at his home in Sullivan, Ind., yesterday at the age of 74.

Hays had been in poor health for many months and last fall gave up his New York residence in the Waldorf-Astoria Towers for Sullivan where, with increased relaxation and quiet, he hoped to regain strength. He had been at his Indiana home since. A business office he maintained in the International Bldg. in

(*Continued on page* 5)

Loss From Property Sales Causes RKO Theatres Deficit

Loss from the sale of properties amounting to $2,245,800 was responsible for RKO Theatres showing a deficit of $296,600 for the 1953 calendar year, it is pointed out in the circuit's annual report to stockholders at the weekend. Except for such loss, president Sol Schwartz explained, the earnings after taxes for last year

(*Continued on page* 4)

Compo Tax Group to Map Future Strategy

WASHINGTON, March 7.—The industry's future strategy in the admission tax relief campaign will be discussed tomorrow at a meeting of top leaders of the Council of Motion Picture Organizations.

The meeting will probably be held in Miami, where several COMPO leaders are now. Robert Coyne, COMPO special counsel, said he hoped to have the following at the meeting: Al Lichtman, Sam Pinanski, Wilbur Snaper, Pat McGee and Colonel H. A. Cole.

Personal Mention

WALTER BRANSON, RKO Radio general manager of foreign operations, returned to New York at the weekend from Hollywood.

•

HERBERT FECKE, advertising manager of MOTION PICTURE DAILY, was dismissed from United Hospital in Port Chester on Saturday following treatment for a virus infection.

•

HILLER INNES, assistant to RUSSELL HOLMAN, Paramount Pictures Eastern production manager, will return here today from Montego Bay, Jamaica, B.W.I.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Atlanta.

•

MARGARET HERRICK, executive director of the Academy of Motion Picture Arts and Sciences, will arrive here today from the Coast.

•

RICHARD HODGSON, president of Chromatic Television Laboratories, is in San Francisco from New York.

•

G. W. SISOM, merchandise manager for Westrex Corp., has returned to New York from Hollywood.

•

ILYA LOPERT, president of Lopert Films, will return to New York today from London.

•

FOSTER BLAKE, Universal Pictures Western sales manager, will leave here today on a Western business trip.

•

VAN JOHNSON sailed for Europe Saturday aboard the "Liberte."

Estimate Group Hits N. Y. Censorship Bill

The Film Estimate Board of National Organizations has gone on record opposing two New York State bills that are designed to bring the New York censorship laws to conform with the U.S. Supreme Court's opinion that state censorship laws should be more precise in their definitions.

The FEBNO sent the following telegram at the weekend to Earl W. Brydges, chairman of the Committee on Public Education of the New York Senate in Albany, who introduced the measures, and to Justin Morgan, whose Judiciary Committee will hold hearings on the bills:

"We urge careful consideration and full public hearing before approving the bills. Aside from the question of constitutionality, our long observation of legal censorship at work leads us to doubt the efficacy or the practicality of the bills. We hereby go on record opposing passage."

The board represents such organizations as American Jewish Council, American Library Association, National Society of the DAR, Protestant Motion Picture Council and the General Federation of Women's Clubs.

All Interrogatories In For Gov't 16mm Case

HOLLYWOOD, March 7.—With all 12 defendants in the Government's 16mm. suit having completed and turned in their interrogatories, totalling bulk that will require weeks to read, the Government's next step in the case, which was instituted in July, 1952, will be the taking of depositions from officials of defendant companies, principally in New York, according to attorney James McGrath, Government counsel in charge of the case. McGrath said, in reply to questioning, that no instructions concerning possible review or dropping of the case, as rumored in Washington, have been received.

Kansas City Booking For 'Moon Is Blue'

KANSAS CITY, March 7.—"The Moon Is Blue" is booked at the downtown Esquire Theatre of the Fox midwest circuit, following the fourth week of "The Glenn Miller Story."

"The Moon Is Blue" had been banned by the Kansas City board of appeals of the local censorship setup but a Cole County Court recently rendered the opinion that the city's ordinance for motion picture review is unconstitutional.

Goldwyn's Reiner in Additional TV Post

Manny Reiner, foreign manager for Samuel Goldwyn Productions, has been named by Goldwyn to be general sales manager of Westward Productions, Ltd., producers and distributors of films for television. Reiner will continue in his present post at SGP.

Reiner is well known in the television industry, where he formerly was sales manager for Louis G. Cowan Productions and vice-president of Prockter Productions before joining the Goldwyn organization.

RKO Sues Chicago On 'French Line'

CHICAGO, March 7.—RKO Radio filed a petition in Superior Court here yesterday for an injunction to restrain Police Commissioner T. J. O'Connor from revoking the exhibition license previously granted to "The French Line" by Chicago's police censor board. The commissioner ordered the picture banned after viewing it last week. It had been scheduled to open at the Woods here March 16.

A hearing on the RKO Radio action is scheduled for tomorrow before Judge Frank M. Padden.

John Eberson Dead

John Eberson, well known theatre architect, died at Stamford, Conn., on Friday. He was 79 and had retired last year as senior member of the architect-engineering firm of John and Drew Eberson of this city. A native of Austria, he came to this country in his early twenties and engaged in theatre designing soon after.

Commercial TV Bill Introduced in U.K.

LONDON, March 7.—The establishment of an "independent television authority" is provided in the commercial TV bill which was introduced in Parliament at the weekend. The authority would be subject to the control of the Postmaster General for 10 years or longer, at the discretion of Parliament.

The TV authority's principal revenue would come from "program contractors," although the bill provides for an annual public grant not to exceed £750,000 to cover the initial revenue deficiencies and cash advances, within limits, of £1,000,000 in the first year and a total of £2,000,000 during the first five years to defray initial expenses.

Programs Strictly Controlled

The programs will be governed by stringent rules. The tone style must be predominantly British, with a proper proportion of film and other recorded matter of British origin. There also must be nothing "distasteful" in the programs nor anything that is likely to incite crime. Political party and religious subjects may be produced under safeguards.

The bill is regarded as a compromise to meet the views of all the present "warring" parties. It is the government's intention to have the London commercial station operating by mid-1955 and two provincial stations on the air shortly thereafter.

Wolfberg Theatres Has New President

DENVER, March 4.—Reorganization of Wolfberg Theatres, brought about by the recent death of its president Harris Wolfberg, has placed his brother, Edgar H. Wolfberg, a Chicago business man, in as president. Vice-presidents named at the meeting were Ruth S. Wolfberg, widow of Harris, and Tom Smiley, who has been booker and buyer. Smiley will now be general manager, and John Roberts, Metro head booker, will take over Smiley's former position.

Goldwyn Buys Rights To 'Guys and Dolls'

Producer Samuel Goldwyn has purchased the film rights to "Guys and Dolls" for an undisclosed sum from Frank Loesser, Jo Swerling and Abe Burrows, it was announced at the weekend by Edward E. Colton of the Dramatists Guild.

Colton would neither confirm nor deny that the purchase price was in the neighborhood of $1,000,000 plus a percentage of the picture's gross over $10,000,000, as reported earlier.

Blumberg Now S-W Ad. Chief in Phil.

PHILADELPHIA, March 7.—Irving Blumberg has been appointed advertising and publicity head of Stanley Warner's Philadelphia zone. He replaces Everett Callow, who has been named promotion chief of Cinerama in New York.

Kodak Employees Get Big Dividend

Eastman Kodak will distribute the largest wage dividend in its history to 54,000 employees today. They will receive $27.75 for each $1,000 they earned at Kodak during the 1949-1953 period.

The dividends will amount to an estimated $24,750,000. This is $2,150,000 more than the company distributed to its employees by such means last year.

Top Honor to 'Robe' By Foreign Critics

"The Robe" has been selected by the Foreign Language Press Film Critics' Circle as the best picture of 1953 in the organization's 12th annual poll. Editors of more than 70 newspapers printed in 19 languages were polled.

Universal's "The Cruel Sea" was judged the best British picture of the year and Italian Film Exports' "The Little World of Don Camillo," the best foreign film.

Other categories of honors went to Jose Ferrer for his role in "Moulin Rouge," to Audrey Hepburn for "Roman Holiday," to Lothar Wolff and the de Rochemont organization for "Martin Luther," to director Fred Zinneman for "From Here to Eternity" and to John Huston and Anthony Veiller for the screenplay of "Moulin Rouge."

'Pinocchio' in N.E. Grosses $215,942

In 30 key situations with comparable playing time in New England, Walt Disney's "Pinocchio" grossed $215,942, compared to $204,704 for "Snow White and the Seven Dwarfs," which played the territory two years ago, Leo Samuels, Disney sales supervisor, revealed at the weekend. The campaign for the film included use of radio and TV, a tie-up with the 900 First National Food Stores, and a month's tour by three teams of Disney artists, making personal appearances seven days a week. Plans are now underway to release "Pinocchio" nationally around Easter time, Samuels said.

Hayward to Produce Film on Lindbergh

HOLLYWOOD, March 7.—Jack L. Warner announced that Leland Hayward will produce, as a Warner Brothers release, "The Spirit of St. Louis," the story of Col. Charles Lindbergh's New York to Paris flight and the events leading up to it.

Billy Wilder will write and direct the production, which will be made in CinemaScope and WarnerColor.

Clark at 'Man' Bow

Dane Clark, star of "Go, Man, Go!", will appear in person at the film's opening here today at the Globe Theatre to present 25 Voit basketballs free to the first 25 amateur basketball teams whose players buy tickets.

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Topping its unprecedented product for '54...

UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

FACT #1

NOW SHOOTING

JOSEPH L. MANKIEWICZ'S

THE BAREFOOT CONTESSA

Color by Technicolor
Starring Humphrey Bogart, Ava Gardner,
Edmond O'Brien · Written and Directed by
Joseph L. Mankiewicz



Academy Award Winner
HUMPHREY BOGART



Academy Award Nominee
AVA GARDNER

FACT #2

NOW SHOOTING

THE PURPLE PLAIN

Color by Technicolor
Starring Gregory Peck
Directed by Robert Parrish
A J. Arthur Rank Presentation



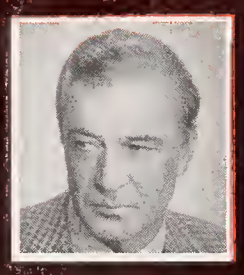
All-time Box-office Giant
GREGORY PECK

FACT #3

NOW SHOOTING

VERA CRUZ

Color by Technicolor, Widescreen
Starring Gary Cooper
and Burt Lancaster
Directed by Robert Aldrich
A Hecht-Lancaster Production
Harold Hecht, Exec. Producer



Academy Award Winner
GARY COOPER



Academy Award Nominee
BURT LANCASTER

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

RKO Theatres

(Continued from page 1)

would have been $909,200 as compared with $1,056,700 in 1952. It was further explained that the loss from the sale of the properties resulted in the elimination of estimated Federal income taxes of $765,000 which would otherwise have been payable, and also resulted in an estimated tax refund of $275,000 on the carry-back of loss to the previous year.

During 1953, it was pointed out, approximately $1,500,000 was spent for special equipment for new methods of projection, including 3-D, CinemaScope and stereophonic sound, and this expenditure resulted in substantial additional charges to expense and depreciation.

Operations Income Up

Income from operations in 1953 amounted to $34,075,569, compared to $31,521,002 in 1952. Expenses in 1953 totalled $30,185,381, compared to $27,685,339 in the previous year.

The report states that box-office receipts showed an increase over last year and that a part of this increase was due to the number of important productions which were exhibited at higher admission prices. The decline in theatre attendance for comparable theatres was about 1 per cent, as compared to 8 per cent in the previous year, the stockholders were told. Also, income from real estate and concessions operations were higher last year than it was in 1952.

The increase in operating expenses, the report said, was due almost entirely to the increased costs and license fees paid by the company to distributors for their product.

Stockholder-Total Down

Not including the 150,000 shares held by the corporation, the number of outstanding shares in 1953 amounted to 3,764,913 in 1953. The number of stockholders in 1953 totalled 12,000, compared to 13,750 in 1952.

Fifty-eight of the circuit's 82 theatres are equipped for CinemaScope and the program for new equipment will result in an expenditure of almost $2,000,000, the report states.

As of Jan. 1, the company's long-term debt amounted to $19,201,000, representing a reduction of $2,097,000 from last year.

Paramount

(Continued from page 1)

by Hal Wallis and directed by Daniel Mann, it co-stars Robert Ryan.

"Knock on Wood" is a Technicolor comedy starring Danny Kaye and Swedish actress Mai Zetterling. It was produced, written and directed by Melvyn Frank and Norman Panama.

The mornings of the "pageant" will be devoted to showing "Elephant Walk." The other two films will be screened in the afternoon. Special show programs are being prepared so that attending exhibitors will have complete information concerning the three pictures.

'La Ronde' Opens Mar. 16

"La Ronde," French production whose banning by New York state censors was upset by the U. S. Supreme Court in one of its recent decisions on censorship, will open March 16 at the Bijou and Little Carnegie theatres here.

Reade Hails New Lens

(Continued from page 1)

on the Coast during the last week of February, called Vistavision "a tremendous improvement in motion picture entertainment." "The flexibility of the (Tushinsky) lens is undoubtedly an outstanding showmanship development," Reade continued.

'Tremendous Versatility'

The TOA president, telling of the "tremendous versatility displayed" by the Tushinsky variable anamorphic lens, said he was "particularly impressed with what could be done with old films and with new films printed in new ratios, particularly as to cartoons. "I was informed," he continued, "that while pictures can be printed in any aspect ratio, they are going to be recommended in three sizes: regulation, 1:75-to-1, and 2-to-1, with emphasis on 2-to-1."

Vistavision, Reade declared, "gives a fine quality picture, unusually good depth of focus, and eliminates a great deal of the grain commonly seen in existing pictures when one gets close to the screen." Reade said that in his talks with Y. Frank Freeman, vice-president in charge of Paramount production, Freeman expressed his belief that the screen ratio of 1:85-to-1 was one of the most efficient sizes because it had height as well as width.

On the stereophonic sound question, Reade said that both Freeman and RKO president James R. Grainger told him that their studios would not require exhibitors to use stereophonic sound. Grainger, referring to RKO films produced with the Tushinsky lens, was reported to have said that stereophonic sound prints will be supplied only when and if a large group of exhibitors request them, and then only on an optional basis so that prints may be used for conventional sound as well as for stereophonic sound.

The Tushinsky lens, developed by Joseph and Irving Tushinsky of RKO Radio Pictures, and for which Paramount is negotiating, drew praise from Freeman, according to Reade. Freeman was reported to have told of the compatibility of the Tushinsky lens with Vistavision and to have urged exhibitors to acquire the variable lens. Reade said he had been advised that 5,000 pairs of Tushinsky lenses can be available within a six-month period and that the approximate cost will be $700 a pair.

Reade said he also saw a demonstration of the lens invented by Robert Gottschalk, described as similar in all respects to the Tushinsky lens, but, as yet, not completely developed. The TOA president claimed that the Gottschalk lens, reported to sell for approximately $1,100 per pair, showed the CinemaScope picture used in the demonstration, "Ivanhoe," with a brighter, whiter light and with better depth of focus as compared to the Bausch & Lomb CinemaScope lens.

SCTOA in Tribute to Vistavision; Felicitates Paramount's Freeman

HOLLYWOOD, March 7.—The Southern California Theatre Owners Association, the first exhibitor group to witness a demonstration of Paramount's Vistavision at the studio, on Friday expressed, through its chairman, Harry C. Arthur, Jr., felicitations on the results obtained and gratitude for the policy by which Vistavision is offered to the industry. Arthur presented Paramount vice-president Y. Frank Freeman a SCTOA resolution reading, in part: "In our opinion it may well prove to be what all of us in exhibition need to afford us new life."

Product Shortage

(Continued from page 1)

warned exhibitors that "it is imperative to realize that there is very little production in Hollywood at the present time." Claiming that he had spoken to officials representing a "cross-section" of production, Reade charged, in addition, "that there is little or no understanding of the willingness of exhibitors to supply playdates."

The main deterrents to producers, Reade maintained, are high budgets and uncertainty of playdates. "I feel that this groundless hesitation, misinformation, and anxiety concerning sufficient playdates are attributable to distribution in general and to certain company presidents in particular," Reade declared. He called upon all TOA members who know producers to contact them and acquaint them with exhibition's need for product.

Reade spent a number of days in Hollywood during the last week of February, along with Wilbur Snaper, former president of Allied States Association. Snaper's report has been forwarded to Abram F. Myers, Allied general counsel, and is expected to be released by Myers shortly.

Reade, charging that producers of major studios have been ordered to curtail production, acknowledged that "there is considerable confusion as to what media to use for production."

The TOA president said that "in presenting the need for product to producers," he mentioned that in the early days of the industry they had "unbounded faith in the industry's future . . . the premise under which the industry prospered for so many years." Reade said he was accompanied on his studio trip by Roy Cooper, TOA vice-president from San Francisco.

'Album' Telecast

(Continued from page 1)

for BOT in conjunction with ANTA, it was added. It was further learned that although the performance will take place at a still unselected Broadway theatre, for which patrons will pay as high as $150 per seat, there will be no blackout of the New York area. It was explained by a BOT spokesman that the seating capacity of the legitimate theatre will be so small that its attendance would not be affected by the telecast going into neighboring TV equipped theatres.

Disclosure of the deal apparently meant that ANTA and BOT had reached an agreement with Actors Equity on its demands. An Equity spokesman could not be reached on Friday for comment, but previously Equity was seeking $300 for each performer's appearance, with rehearsals limited to 36 hours in a 10-day period. Equity was also seeking $6 per hour for rehearsal overtime.

W.B. 'Scope

(Continued from page 1)

films with a single track at private screenings for exhibitors in order to enable them to judge reproduction standards for themselves. However, Cohen insisted that the public will be the ultimate arbiter.

He said that Warner's future pictures will be made in 3-D, CinemaScope or conventional processes, according to which best suits the individual subject matter.

Warners' "The Command" in CinemaScope will open at the Warner Theatre here, employing stereophonic sound, immediately following "Hondo," with the release date of the former conditioned thereby. Nevertheless, it will be released through A. B. C., presumably with single track sound.

Cohen's policy announcement was encouraging to exhibitors here who have been urging 20th Century-Fox to conduct a test of CinemaScope pictures in single track sound.

'Look' Names Stengel

(Continued from page 1)

the film studios with eight of the 13 winners in the performanee and technieal award eategories.

Stengel was cited by "Look" for his work with the Red Cross, Boy Seouts, church and civie welfare groups.

Other personalities and their "best" designations were: Graee Kelly, supporting actress; Frank Sinatra, supporting actor; Rosemary Clooney, most promising female newcomer; Jaek Palance, most promising male newcomer; Brandon de Wilde, child actor; George Stevens, producer; Fred Zinneman, director; Daniel Taradah, writer; Loyal Griggs, photographer; and Y. Frank Freeman, industry affairs.

From the pictures released during 1953, "Look" seleeted 11 as the "movies of the year." They were "From Here to Eternity," "Lili," "Shane," "Stalag 17," "Roman Holiday," "Little Boy Lost," "Peter Pan," "The Living Desert," "The Robe," "I Confess" and "Little Fugitive."

Oakford Rites Held

CYNWYD, Pa., March 7.—Funeral services were held here for Edward H. Oakford, 55, one-time head of the Keith-Procter-Moss booking office and grand-nephew of the late E. F. Albee, at one time president of the B. F. Keith circuit. Burial took place in Westminster Cemetery. Oakford died in Milford, Conn.

RKO Sees More Stability Ahead

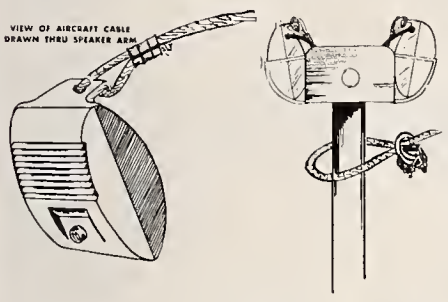
Increased stabilization in production and exhibition during the current year was predicted in RKO Theatres' annual report to its stockholders, released here at the weekend.

Exhibitors, the report said, have been burdened with a shortage of pictures which has led to sharp competition for the available films and increased rentals for the top quality ones. Reasons for the film shortage were considered to be over-concentration on making big pictures plus uncertainties as to new production techniques.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THE Speaker Security Company, New York, has a new steel cable for attaching in-car speakers at drive-in theatres to their posts to prevent



theft or damage of the speakers. Made of galvanized aircraft steel, the cable is simply drawn through the speaker arm and attached to the post, as indicated in the drawing. The cable is ⅛-inch in diameter consisting of 133 strands of steel with a breaking strength of approximately 200 pounds, according to the company.

•

To serve buttered popcorn in theatres the Rex Specialty Bag Corp., Brooklyn, N. Y., has a new aluminum foil bag with a special glassine liner. This liner has been specially laminated to form a bag within a bag for added protection against leakage. Irving Singer, vice-president in charge of sales for Rex, points out that the aluminum foil has insulating properties, and when the bag is turned down about one inch it seals in the heat, flavor and crispness so that attendants can prepack the corn in advance of rush hour business. In addition the left-over corn can be kept in the bags overnight and retain its freshness.

•

Carl L. Kreuger has been named sales manager of the Radiant Lamp Corp., Newark, N. J. He was western district manager at the company's Hollywood office for the past six years. Before joining Radiant he was with Paramount Theatres in the Detroit area and in various sales and service capacities for the Jam Handy Organization and Detroit Edison Co.

•

Added to the line of "Lustra Double-Duty" fluorescent lamps of the Lustra Corp. of America, Brooklyn, N. Y., is a new fluorescent tube called the "Glo-Tone." The lamp emits a warm, peach-colored light and produces a "soft and intimate" effect for such areas as theatre lounges.

•

Clarence W. Lindrose, Jr., has been named to the Transverter sales and service field staff of Hertner Electric Co., Cleveland, according to an announcement by Robert C. Neiswander, sales manager. Lindrose will work out of the Cleveland factory office, covering the U. S. and Canada. He will call on National Theatre Supply branch offices in 29 major cities as well as the General Theatre Supply in Canada.

Reviews

"A Queen's World Tour"

(Rank Organization-United Artists)

MAKING a feature-length documentary film about a queen paying her dignified respects to her overseas subjects could result in very dubious entertainment, what with rituals, routines and prescribed and traditional formalities which must be observed. But in this instance, thanks to exceptional work by producer Castleton Knight and director Oxley Hugham, "A Queen's World Tour" emerges as entertainment destined not only to appease the appetites of the celebrity-lovers, but even to contaminate the most stalwart monarchy enthusiasts. Its appeal in feature length form to average American audiences, however, is limited.

The title of the film is actually a little misleading since most of the footage deals only with the Queen's sojourn in New Zealand. The film's makers, however, have squeezed just about everything possible out of this royal visit. Not content with merely recording the royal family, the camera darts back and forth giving close-ups of various people of all ranks and color, as well as much physical detail. When Elizabeth and Phillip visit points of historic or scenic interest, the background is vividly recorded and ceremonies are filmed from shifting camera angles with much attention to detail as well as overall effect.

The picture does, however, get a little heavy toward the end when the continual handshaking begins to pall, the native dances to look standardized, and the dignitaries to look alike. Nevertheless, the producers have certainly done their best to pack maximum variety into the film and, for the most part, they have succeeded.

Running time, 84 minutes. General classification. Release date, March 2.

"My Heart Sings"

(I. F. E.)

ALTHOUGH Mario and Riccardo, two thieves of Rome, staunchly state in the opening scene that those who aren't robbers get robbed, they decide to abandon petty thievery for big-time songster promotion. Thereafter, a tumultuous sequence of events nearly convinces them that they should have stuck to their original theory until finally at the end their concession to honesty is vindicated.

Ferruccio Tagliavini, opera star of both La Scala and the Met., provides the reason for their entry upon the straight and narrow. As the beautifully-voiced but inhibited electrician Marco, he unwittingly sings for the two ne'er-do-wells while they are peacefully engaged in sacking an apartment. At the sound of his voice, Mario and Riccardo decide to launch a drive to make Marco a singing star and themselves rich.

However, their campaign train has difficulty surmounting a major road-block. This is Marco's inability to sing when he knows other people are listening. Meanwhile, the "let's get rich on Marco" movement snowballs with everyone wanting in on the gold to be reaped on the golden-voiced singer. The bandwagon is just on the point of collapsing from too much excess weight and too little progress in the right direction when the diverse ends of the plot are neatly tied together with enough force to cure Marco of his lockjaw in public.

Although the story has too many starts and stops ever to be able to swing into high gear, the various scenes often have a fair amount of humor and even charm. Art theatre audiences may find the film too superficial and contrived, but it could do well in Italian language houses.

Mario Mattoli has directed this Excelsa film from a story by Ruggero Maccari. The supporting cast includes Franca Marzi and Riccardo Billi.

Running time, 100 minutes. General classification. Release date, March 6.

King Bros.

(*Continued from page* 1)

filmed in Munich, Germany, in Technicolor and for wide screen projection, starring Anne Baxter, will be released around Easter.

The German version with Eva Bartok will be released in Germany in September, he said. In reference to the German-language version of the film, King stated that his company felt that Germany was an extremely lucrative country and that "Carnival Story" will bring in considerable revenue there.

RKO will release other King Brothers' films during 1954 besides "Carnival Story." They are "Syndicate," an expose of business racketeering by John Higgens, and "Indian Fighter" in Technicolor. Production on "Syndicate" will begin in late April on a tentative budget of $500,000. "Indian Fighter" will begin in June and is budgeted at over one million dollars.

Other King Brothers screenplays that will be released during 1955 are "Hannibal," "The Boy and The Bull," "The African," "The Two-Headed Spy," and "The Big Blonde," All except "The Two-Headed Spy" will be filmed in Technicolor and SuperScope, the trade name of the process which uses the Tushinsky lens, King said.

In December, King said, production will begin on "Hannibal," in two languages, using separate casts, in Italy.

Drive-in Conference

(*Continued from page* 1)

City, who will speak on maintenance.

Michael Spatz, of St. Louis, a technical man in the paint industry, will talk on screen and tower maintenance. Alex Harrison, of 20th Century-Fox, will discuss CinemaScope.

Display space has all been taken, indicating an expectation by supply men of good attendance and interest. Displays will be set up Tuesday.

The program will be given on Wednesday. All events will be held on the roof of the Continental Hotel. The luncheon on Wednesday will feature drive-in type sustenance provided by exhibitors at their displays.

WILL H. HAYS

(*Continued from page* 1)

Rockefeller Center here was closed in January.

Funeral arrangements for the former Postmaster General and Republican National Committee chairman had not been completed at a late hour



yesterday. Hays is survived by his wife and a son, Will H., Jr.

After serving almost 24 years as president of the MPPDA, Hays held an advisory post with the Motion Picture Association of America from 1945 to 1950.

Will H. Hays, born in Sullivan, Ind., Nov. 5, 1879, devoted nearly half of a working lifetime to the service of the motion picture industry and the screen institution. Long known as "the czar of the movies," he never was that, but his thoughtful, apparent acceptance of the title was part of the intricate strategy that his working role required.

Hays accepted the presidency of the newly formed Motion Picture Producers and Distributors of America on March 4, 1922, at a time when the industry was beset by censorship measures before the legislatures of 32 states. He was a prominent figure in turning the tide by the defeat of the movement in the key state of Massachusetts.

Given Free Hand in Industry

An account of the achievements and movements of the Hays office from 1922 to 1945 would form a shelf-long history of the era. Accorded a free hand by film producers, he brought great improvement — with resultant financial prosperity—to the industry.

Hays was educated at Wabash College, from which he graduated in 1900. He held degrees from several other colleges and universities as well.

Hays was vice-president of the Roosevelt Memorial Association, a member of the National Council of Boy Scouts, the Citizens Committee of the Salvation Army, a colonel in the Officers Reserve Corps, an elder of the Presbyterian Church and chairman of that church's Board of Ministerial Relief and Sustentation.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Jan. 24		(Jan. Releases) BAD FOR EACH DTHER Charlton Heston Lizabeth Scott D—83 min. EL ALAMEIN Scott Brady Edward Ashley Robin Hughes D—67 min. (Rev. 12/15/53) SINGIN' IN THE CORN (Reprint) Judy Canova Allen Jenkins C—64 min. PARATROOPER (Color) Alan Ladd Leo Genn Susan Stephen D—87 min. (Rev. 12/22/53) (3-D) DRUMS OF TAHITI (Color) Dennis O'Keefe Patricia Medina D—73 min. (Rev. 12/24/53)		THE GREAT OIAMOND ROBBERY Red Skelton Cara Williams D—69 min. (Rev. 12/3/53)	(Jan. Releases) JIVARO (Color) Fernando Lamas Rhonda Fleming D—91 min. (Rev. 1/20/54) (3-D) CEASE FIRE (Stereophonic Sound) Filmed on Fighting Front in Korea D—75 min. (Rev. 11/23/53) FOREVER FEMALE Ginger Rogers William Holden Paul Douglas Pat Crowley D—93 min.			(Jan. Releases) KING OF THE KHYBER RIFLES (CinemaScope—Color) Tyrone Power Terry Moore Michael Rennie D—99 min. (Rev. 12/22/53) THREE YOUNG TEXANS (Color) Mitzi Gaynor Jeff Hunter Keefe Brasselle D—78 min. (Rev. 1/18/54)	(Re-release) ALGIERS Charles Boyer Hedy Lamarr D—95 min. (Rev. 6/29/38) THE CONQUEST DF EVEREST (Color) Documentary D—78 min. (Rev. 12/8/53)	(Jan. Releases) FORBIODEN Tony Curtis Joanne Oru D—85 min. (Rev. 12/2/53) WAR ARROW (Color) Maureen D'Hara Jeff Chandler Suzan Ball D—78 min. (Rev. 12/8/53) BOROER RIVER (Color) Yvonne De Carlo Pedro Amendariz WD—	THE EDDIE CANTOR STORY (Color) Keefe Brasselle Marilyn Erskine MD—116 min. (Rev. 12/17/53)
Jan. 31	WORLO FOR RANSOM Oan Ouryea Gene Lockhart Marion Carr D—80 min (5108) (Rev. 2/9/54)			SAAOIA (Color) Cornel Wilde Mel Ferrer Rita Gam D—82 min. (Rev. 1/8/54)		SEA OF LOST SHIPS John Derek Wanda Hendrix D—85 min. (Rev. 10/26/53)					
Feb. 7	HIGHWAY DRAGNET Jean Bennett Richard Conte Wanda Hendrix D—70 min. (5105) (Rev. 2/8/54)		QUEEN OF SHEBA Special Cast D—99 min. (5325)			PHANTOM STALLION Rex Allen W—54 min.	(3-D) FRENCH LINE (Color) Jane Russell Gilbert Roland Arthur Hunnicutt MC—102 min. (Rev. 12/30/53)		(Feb. Releases) THE MAN BETWEEN James Mason Claire Bloom Hildegarde Neff D—		
Feb. 14			WE WANT A CHILD Special Cast D—(5324)	THE LONG, LONG TRAILER (Color) Lucille Ball Desi Arnaz C—103 min. (Rev. 1/5/54)		CRAZYLEGS Elroy "Crazylegs" Hirsch Lloyd Nolan D—88 min. (Rev. 10/23/53)	SHE COULDN'T SAY ND Robert Mitchum Jean Simmons Arthur Hunnicutt C—89 min. (Rev. 1/18/54)		PERSONAL AFFAIR Gene Tierney Leo Genn Glynis Johns D—82 min. (Rev. 1/13/54) TOP BANANA (Color) Phil Silvers MC—100 min. (Rev. 1/28/54) OVERLANO PACIFIC (Color) Jack Mahoney Peggie Castle Adele Jergens D—73 min. (Rev. 2/9/54) BEACHHEAD (Color) Tony Curtis Frank Lovejoy Mary Murphy D—89 min. (Rev. 1/28/54)		THE COMMAND (CinemaScope—Color) Guy Madison Joan Weldon James Whitmore WD—88 min. (Rev. 1/18/54)
Feb. 21	BITTER CREEK Wild Bill Elliott Beverly Garland Carleton Young W—72 min.	(Feb. Releases) THE WILD ONE Marlon Brando Mary Murphy Robert Keith D—79 min. (Rev. 12/24/53)			(Feb. Releases) (2-D and 3-D) MONEY FROM HOME (Stereophonic Sound—Color) Dean Martin Jerry Lewis Pat Crowley Marjie Millar C—100 min. (Rev. 12/1/53)		ROB ROY, THE HIGHLAND ROGUE (Color) Richard Todd Glynis Johns D—85 min. (Rev. 11/25/53)	(Feb. Releases) HELL ANO HIGH WATER (CinemaScope—Color) Richard Widmark Bella Darvi D—103 min. (Rev. 2/2/54)		(Feb. Releases) THE GLENN MILLER STORY (Color) James Stewart June Allyson D—116 min. (Rev. 1/6/54)	THE BOY FROM OKLAHOMA (Color) Will Rogers, Jr. Nancy Olson Lon Chaney C—88 min. (Rev. 1/18/54)
Feb. 28	RIOT IN CELL BLOCK II Neville Brand Emile Meyer D—80 min. (Rev. 2/8/54)	CHARGE OF THE LANCERS (Color) Paulette Goddard Jean Pierre Aumont Richard Stapley D—74 min. (3-D or 2-D) MISS SADIE THOMPSON (Color) Rita Hayworth Jose Ferrer Aldo Ray D—91 min. (Rev. 12/21/53)	BLACKOUT Dane Clark D—(5309)	TENNESSEE CHAMP (Color) Shelley Winters Dewey Martin D—73 min. (Rev. 2/18/54)	ALASKA SEAS Robert Ryan Jan Sterling Brian Keith D—78 min. (Rev. 1/26/54)	FLIGHT NURSE Joan Leslie Forrest Tucker Arthur Franz D—90 min. (Rev. 11/17/53)	(3-D) DANGEROUS MISSION (Color) Victor Mature Piper Laurie Vincent Price D—75 min. (Rev. 2/25/54)	THE SIEGE AT REO RIVER (Color) Van Johnson Joanne Oru D—		(3-O) TAZA, SON OF COCHISE (Color) Rock Hudson Barbara Rush WD—79 min. (Rev. 1/29/54)	CRIME WAVE Sterling Hayden Gene Nelson Phyllis Kirk O—74 min. (Rev. 1/13/54)
March 7	PARIS PLAYBOYS Bowery Boys Veola Vonn C—62 min.			ROSE MARIE (Color) Ann Blyth Fernando Lamas Howard Keel MD—104 min. (Rev. 3/3/54)							
March 14	MR. POTTS GOES TO MOSCOW Oscar Homolka Nadia Gray C—93 min. (5400) (Rev. 9/14/53)	(March Releases) IT SHOULO HAPPEN TO YOU Judy Holliday Peter Lawford Jack Lemmon C—87 min. (Rev. 1/15/54) BATTLE OF ROGUE RIVER (Color) George Montgomory Richard Oenning Martha Hyer D—71 min. (Rev. 3/1/54)	FANGS OF THE WILD Charles Chaplin, Jr. Onslow Stevens Margia Oean D—(5311)		(March Releases) RED GARTERS (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54)		CARNIVAL STORY (Color) Anne Baxter Steve Cochran D—	(March Releases) NIGHT PEOPLE (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D— NEW FACES (CinemaScope—Color) Ronny Graham Eartha Kitt Robert Clary M—98 min. (Rev. 2/19/54) RACING BLOOD (Color) Bill Williams Joan Porter Jimmy Boyd D—	(March Releases) BEAT THE OEVIL Humphrey Bogart Jennifer Jones Gina Lollobrigida D—92 min. ACT OF LOVE Kirk Douglas Dany Robin D—108 min. (Rev. 12/18/53) THE GOLOEN MASK Van Heflin Wanda Hendrix Eric Portman D—88 min. THE SCARLET SPEAR (Color) Martha Hyer John Bentley D	(March Releases) SASKATCHEWAN (Color) Alan Ladd Shelley Winters D—87 min. (Rev. 2/24/54) RIOE CLEAR OF DIABLO (Color) Audie Murphy Dan Duryea Susan Cabot Abbe Lane WD—80 min. (Rev. 2/4/54) (3-D) CREATURE FROM THE BLACK LAGOON Richard Carlson Julia Adams D—79 min. (Rev. 2/9/54)	DUFFY DF SAN QUENTIN Paul Kelly Joanne Dru Louis Hayward D—78 min. (Rev. 2/15/54)
March 21	ORAGONFLY SQUAORON John Hodiak Barbara Britton D—83 min. (Rev. 2/9/54)	BAIT Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54) (3-O) JESSE JAMES VS. THE DALTONS (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)			THE NAKED JUNGLE (Color) Eleanor Parker Charlton Heston D—95 min. (Rev. 2/15/54)		(3-D) SON OF SINBAO (Color) Oale Robertson Sally Forrest Lill St. Cyr D				(3-D) PHANTOM OF THE RUE MORGUE (Color) Carl Malden Claude Oauphin Patricia Medina D—84 min. (Rev. 3/1/54)
March 28	LOOPHOLE Barry Sullivan Dorothy Malone Mary Eosh Hughes D—80 min. (5414) (Rev. 2/19/54)					GERALDINE John Carroll Mala Powers MC—90 min. (5302)					
Apr. 4	PRIOE OF THE BLUE GRASS (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)		HEAT WAVE Alex Nicol Hillary Brooks D— (5310)								RIOING SHOTGUN (Color) Randolph Scott Wayne Morris Joan Weldon W-75 min.

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 45 NEW YORK, U. S. A., TUESDAY, MARCH 9, 1954 TEN CENTS

MPAA Moves

Industry Set To Oppose NY Censor Bills

IMPDA Hits Proposed Changes as 'Nebulous'

The industry here yesterday prepared to oppose the proposed changes in the New York State censorship laws, seeking to "tighten" the definition of "immorality."

The Motion Picture Association of America, in line with its opposition to all forms of state censorship, has sent Manning (Tim) Claggett, associate public relations director, to Albany. In the meantime, Arthur L. Mayer, president of the Independent Motion Picture Distributors Association, has asked for the privilege to be heard by the legislative committee conducting hearings on the two proposed bills. It is understood that either today or tomorrow the Assembly Judiciary Committee will consider both bills, aimed at meeting the objections of the U. S.

(*Continued on page* 5)

Judge to View 'Line' In Chicago RKO Suit

CHICAGO, March 8.—RKO Radio's request for an immediate injunction restraining the City of Chicago, Mayor Martin H. Kennelly, and Police Commissioner Timothy J. O'Connor from preventing the exhibition of RKO's 3-D release, "The French Line," has been put over until tomorrow to give Judge Padden of the Superior Court of Cook County an opportunity to view the film, which will be screened especially for him tomorrow morning.

RKO's complaint, which names the

(*Continued on page* 4)

'Crusade' Chairmen Named by Allied

Ben Marcus, president of Allied States Association, has appointed 21 area chairmen to cooperate on the Crusade For Freedom drive in theatres, March 15-21, Barney Balaban, national vice-chairman and New York State chairman of the Crusade, announced yesterday.

Marcus' appointments are as follows: Irving A. Isaacs, North Eastern area; Dr. J. B. Fishman, Connecticut; Irving Dollinger, New Jersey; Sidney E. Samuelson, Eastern

(*Continued on page* 5)

WILL H. HAYS — *An Appreciation*

THE death of Will H. Hays marks the end of a career of rare distinction. In the varied fields of law, politics and the motion picture industry he contributed an array of notable services. Among the leading public personalities of his day he enjoyed a position of respect and stature. Over a broad field of interests and activities in the motion picture industry he left an enduring imprint of his personality, intelligence and energy.

The career of Will Hays was uniquely an American success story. Originating in the town of Sullivan, Indiana, he entered upon plans of endeavor that eventually carried him to associations high in the councils of public life and industry; yet always, in fact and in spirit, he adhered to his Hoosier state traditions.

Will Hays was endowed with a remarkably keen intelligence and perception, yet in dealing with persons of lesser talents he characteristically displayed an abundance of patience. It was, perhaps, this faculty more than any other that enabled him so well to gain the many achievements in various areas with which he is to be credited.

He had a remarkably high sense of public and private responsibility. In whatever task he assumed he habitually took the long view as to eventual implications and consequences. He was a militant patriot with a profound love of the institutions of the nation. He was deeply religious and throughout his career gave reality, by word and deed, to the exacting obligations of human brotherhood.

Having long been a co-worker in many undertakings, his death brings to the writer a deep sense of personal loss; yet, in retrospect, there is a corresponding sense of gratitude and appreciation for the high privilege of friendship and cooperation with a person of the character of Will Hays.

—MARTIN QUIGLEY

Hundreds Pay Tribute

Services for Will Hays in Sullivan, Ind., Tomorrow

Funeral services for Will H. Hayes, former president of the Motion Picture Producers and Distributors of America, will be held in Sullivan, Ind., his home town tomorrow.

Hays died at his Indiana home on Sunday, following a lengthy illness. He was 74 years old.

A memorial service sponsored by the Sullivan County Bar Association of which Hays was a member, will be held in the Court House there at 2 P.M. Wednesday. It will be followed by services at the Presbyterian Church of Sullivan at 4 P.M. Burial will be in the family plot at the Sullivan cemetery.

The Motion Picture Association of America will be represented at the services by two former associates of Hays: Sidney Schreiber, MPAA general counsel, and Jack Bryson, legislative assistant. Eric Johnston, MPAA president, is in Argentina, concluding an extended Latin American trip.

Tributes to Hays' memory and accomplishments were paid by hundreds in the industry, in public, political, business and legal circles, in all of which he was well known. Following are some of the statements received by MOTION PICTURE DAILY yesterday.

Eric Johnston, president of the Motion Picture Association of America, issued the following statement on the death of Will Hays from Buenos Aires, where he is attending the Argentina Film Festival.

"The death of Will Hays is a great loss to our country and industry, both of which he served so faithfully and so well. During the long years that he headed our Association, Mr. Hays made invaluable and lasting contributions to the success, the progress and welfare of the motion picture. He always set his sights high and his accomplishments will always be a living

(*Continued on page* 4)

Prepare for Vote

House GOP in Move to Curb Tax Relief

To Meet Today on Reed Excise Tax Measure

WASHINGTON, March 8.—House Republican leaders called a conference of GOP House members for tomorrow to line up the party against a Democratic drive for greater tax relief for the film industry.

The GOP conference is being called with an eye on Wednesday's scheduled House vote on the Reed excise bill, which cuts the 20 per cent admission tax to 10 per cent. The Democrats have said they would offer an amendment to exempt all tickets of 50 cents or under and to cut the tax to 10 per cent on higher-priced tickets.

House speaker Martin (R., Mass.) said the GOP conference was being called to make it clear to the Republican rank and file that no greater cuts can be allowed than those already included in the Reed bill.

The vote on the Democratic motion,

(*Continued on page* 4)

COMPO Prepares to Set Tax Strategy

MIAMI BEACH, March 8.—The Council of Motion Picture Organizations' committee seeking repeal of the Federal theatre admission tax met here today without reaching a definite working plan except to enlist the advice and assistance of various Congressmen.

Robert Coyne, special counsel for COMPO, will be in Washington tomorrow to confer with Senators and Congressmen favoring the repeal of the tax. Coyne said that a solid method

(*Continued on page* 4)

Pimstein Sued for Giving Data to List

RKO Radio and RKO Pictures Corp. have filed a suit against Harry Pimstein, former vice-president and counsel of the companies, charging that he gave confidential information to Albert List, who bought control of RKO Theatres from Howard Hughes. The plaintiffs also asked for an injunction to enjoin Pimstein from furnishing additional information to List and others.

The action seeks the return of

(*Continued on page* 5)

Personal Mention

HOWARD DIETZ, M-G-M vice-president, returned to New York yesterday from the West Indies.

•

AL LOWE, Universal International Latin American supervisor, and JOSEPH MAZER, in charge of overseas 16mm sales, will leave New York today for Buenos Aires.

•

FRANCIS M. WINIKUS, United Artists national director of advertising and publicity, left here yesterday for Chicago.

•

NAT LEVY, RKO Radio Eastern-Southern divisional manager, left here yesterday for Memphis, Oklahoma City and Dallas.

•

EDWIN KNOPF, M-G-M producer; RICHARD BROOKS, director, and HELEN DEUTSCH, writer, are in Boston from Hollywood.

•

MRS. ROSE LANCASTER, of Astor Pictures of Georgia, Atlanta, is celebrating the recent birth of a granddaughter.

•

NAT WILLIAMS, of Interstate Theatres, Thomasville, Ga., was host recently to bookers and managers at the Atlanta Variety Club.

•

NORMA ROSE, Warner booker in Cleveland, has announced her engagement to LEONARD SOLOMON of that city.

•

JUSTIN SPIEGLE, distributor of exploitation pictures in Clevcland, has joined the Republic Pictures branch there as a salesman.

•

WILLIAM B. ZOELLNER, M-G-M short subjccts and newsreel sales manager, has arrived in Boston from Buffalo.

•

FREDERICK BRISSON, producer, and LEONARD GERSHE, writer, have returned to Hollywood from New York.

•

M. J. DALY, of the Blue Hills Drive-in Theatre, Hartford, has returned there from Boca Raton, Fla.

•

ETTORE GIANNINI, Italian director, arrived in New York at the weekend from Rome.

•

JAMES BARTLOW MARTIN, writer, has arrived in Hollywood from New York.

•

WALTER L. TITUS, Republic Pictures Southern division manager, was in Oklahoma City from New York.

•

OTTO PREMINGER, producer, left here at the weekend for the Coast.

Rites for Sam Roberts

CHICAGO, March 8. — Funeral services were held today for Sam Roberts, 67, who died here yesterday. Roberts, a well-known booking agent, owned the Lyric Theatre, now closed, in Indianapolis, and booked the Palace Theatre, Rockford, Ill. He is survived by his wife and three brothers.

Distributors Can't Recover Court Costs

WASHINGTON, March 8.— The Supreme Court today rejected a distributors' motion to be awarded money to cover their costs in defending the anti-trust suit brought by Theatre Enterprises, Inc. The court decided that case in favor of the distributors some weeks ago.

Youngstein to Head Heart Award Group

Max Youngstein has been named chairman of the ticket and promotion committee of the first annual Variety Club Heart Award dinner, according to Russell V. Downing, chairman of the dinner committee. Youngstein said that he would invitc a member of the advertising and publicity department of each major company to serve on his committee. He expects to bc able to announce his full committee this week.

Downing also announced that he was organizing a sponsors' committee, which should be completed in a few days. Those who have already agreed to serve on the sponsors' committee are Charles Boasberg, Alfred Daff, Charles Feldman, Maurice Goldstein, William J. Heineman, Abe Montague, C. Bruce Newbery, Charles M. Reagan and Alfred Schwalberg.

The Heart Award dinner, which will be held in the Grand Ball Room of the Waldorf Astoria Hotel on May 6, will honor William J. German, president of the Variety Club Foundation to Combat Epilepsy.

Ia. Theatre, Allied Office Lost in Fire

ELMA, Ia., March 8. — Charlie Jones' Dawn Theatre and all of the office equipment of Allied Independent Theatre Owners of Iowa-Nebraska-Mid-Central were destroyed in a fire which razed seven other business establishments and nine dwellings here.

Jones, secretary of the national Allied unit, said he didn't know whether he would re-build or not, much depending on the plans of adjacent merchants. Thc cause of thc fire is not known. One full block on both sides of the street was wiped out.

DeBra to Address Catholic Institute

Arthur H. DeBra, director of the community and exhibitor relations departments of the Motion Picture Association of America, will address members of the Catholic Institute of the Press on Federal decisions affecting self-censorship of the industry on Thursday night at the Hotel Biltmore, here.

SRO Leases Floor

The Selznick Releasing Organization has leased the entire top floor of the new 21-story building now being completed at 51st St. and Madison Ave. here. The company will move to its new quarters in the early spring.

RKO Minority Trial Opens in Delaware

WILMINGTON, Del., March 8.— The RKO Radio Pictures minority stockholders suit went to trial here today, opening before Chancellor Seitz in Chancery Court.

The trial, growing out of thc minority Sacks-Schiff suit seeking to block the sale of thc company's assets to Howard Hughes, board chairman and principal stockholder, is expected to last a week. Among thosc testifying yesterday were G. B. Abt, an accountant, who claimed that there were discrepancies in certain items in reporting net worth in statements released late in 1952 and early 1953. He was examined by Harry J. Halperin, attorney for thc plaintiffs, and cross examincd by Roy W. McDonald, representing RKO.

Depositions Also Filed

Deposition testimony was entered by Gerritt Van Wagner, company comptroller; William H. Clark, treasurer, and J. Miller Walker, vice-president and general counsel, all of RKO. Excerpts from their depositions were read into the record by Bernard Buchwald in response to questions by Halperin.

McDonald stipulated that Walker's deposition could be read subject to its being signed later.

Publicists to Hear Pact Data Tonight

The Screen Publicists Guild here will be given a report on contract negotiations at a general membership meeting tonight at 13 Astor Place, it was announced here yesterday.

Negotiations for a new contract will begin today with 20th Century-Fox officials. The present contract there expires April 17. The publicists are presently in talks with Columbia, Warners, Universal and United Artists.

The guild is asking a 15 per cent general increase, extension of arbitration to cover layoffs and discharge, and a guarantee of minimum salary requirements after a specified time on the job.

Russ-Field to Make Six for UA Release

Russ-Field Corp., new producing company formed by Jane Russell and her husband, Robert Waterfield, has signed a releasing agreement with United Artists for six pictures, three of which are to star Miss Russell.

United Artists will share in the financing and in the profits of the films, all of which are to be made within the next three years. Negotiations have already begun to sign stars for the thrce pictures in which Miss Russell will not appear.

'Trailer' Bows Out

M-G-M's "The Long, Long Trailer" bows out of the Radio City Music Hall after a three-week run because of the backlog of other M-G-M productions awaiting release, the company said here yesterday.

W. R. Weaver in 35th Year With Quigley

William R. Weaver, Hollywood editor of MOTION PICTURE DAILY, who joined the staff of Quigley Publications as a youth, is now celebrating his 35th anniversary as a member of the organization.

8 Companies Sign Home Office Pacts

Eight film companies have signed pacts with home office employees with raises ranging from $4 to $5.50 per week and uniform paid holidays written into 1954-55 contracts, Russell M. Moss, executive vice-president of Motion Picture Home Office Employees, H-63, IATSE, announced here yesterday.

Contracts have been signed with Paramount, Universal-International, United Artists, 20th Century-Fox, Republic Pictures, Consolidated Film Industries, and RKO Service Corp. "We expect to complete negotiations for Warner Bros., RKO Pictures, Loew's and Paramount publicists and newsreel personnel within the next few weeks." Moss said.

Effective to Aug. 31, 1955

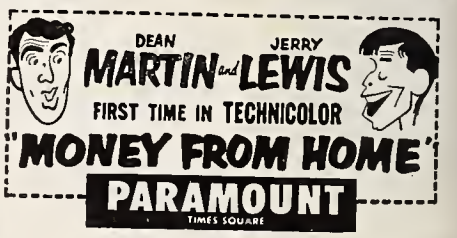
All the contracts between union and film companies will expire on Aug. 31, 1955, so that negotiations for the new contracts could be on an industry wide basis, the union executive stated.

Moss said that there are some minor problems to be ironed out before contract negotiations are completed for this year. "We are trying to get 100 per cent union membership in every shop," he said.

Every company has agreed upon the Eric Johnston formula which gives home office employees seven full holidays and four half-day holidays per year. On Christmas, New Year's, Washington's Birthday, Decoration Day, July 4, Labor Day, and Thanksgiving Day, home offices will be closed. The office workers will have a half day off on Lincoln's Birthday, Armistice Day, Election Day and Columbus Day.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
LUCILLE BALL • DESI ARNAZ
in
"THE LONG, LONG TRAILER"
Photographed in Ansco Color
Print by Technicolor • An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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IN OVER 200 NEW ENGLAND SITUATIONS WALT DISNEY'S 'PINOCCHIO' BEATS THE RECORD SET BY THE FORMER CHAMPION WALT DISNEY'S 'SNOW WHITE'!



Here are just a few of the sensational grosses...

MEMORIAL, Boston, Mass.	$30,705.
KEITH, Lowell, Mass.	$7,106.
ALBEE, Providence, R. I.	$17,193.
OPERA HOUSE, Bellows Falls, Vt. . . .	$762.
CENTER, Fall River, Mass.	$5,231.
EMPIRE, New Bedford, Mass..	$7,596.
STRAND, South Bridge, Mass.	$1,421.
OLD COLONY, Plymouth, Mass.	$1,343.
PARAMOUNT, Brattleboro, Vt.	$1,045.
PARAMOUNT, Newport, R. I.	$3,123.
MAGNET, Claremont, N. H.	$1,078.

WALT DISNEY'S
The Adventures of
Pinocchio
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Re released by RKO RADIO PICTURES

RESERVE YOUR BEST PLAYING TIME FOR 'Pinocchio' NOW!

'French Line'

(Continued from page 1)

Woods Theatre Corp., as well as the city, the mayor, and the police commissioner, as a defendant, holds that the chapter of the municipal code which sets up pre-censorship of motion pictures is unconstitutional; that a similar statute in the Illinois Cities and Villages Act is immoral; that the provisions for banning a picture if it is "immoral" or "obscene" are so "vague, indefinite, uncertain, and incomplete as to offend due process," that the defendants' actions and threatened actions have "no basis in fact" and "no support in law," and that the commissioner of police not only is without power to revoke a permit, but that his action "by which he attempted to revoke the permit was unreasonable, arbitrary, and capricious, and if made effective would operate as an unreasonable discrimination against the plaintiff."

Smitha, O'Connor Testify

On the stand today were Ralph Smitha, general manager of Essaness Theatres, which operates the Woods, where the picture originally was scheduled for its first run in Chicago; Police Commissioner O'Connor; and the RKO Chicago branch manager, Sam Gorelick.

Under questioning Smitha described the film as a "de luxe musical" and stated the opinion that he thought it neither obscene nor immoral."

Commissioner O'Connor stated on the stand that he feels in this case that the censor board was wrong in issuing a permit for the showing of "The French Line" because "the picture is immoral and obscene." He said he asked that the picture's license be revoked, instead of the picture being labelled "adults only," because it was "obscene" and "it is illegal to show obscenity."

'Delightful Musical'

Gorelick when asked to describe the picture said that it is a "delightful musical" and asserted that he had not surrendered the permit to the city when they requested its return, nor had he accepted the refund of the permit fee, although the money had been dropped onto his desk, and he was holding it for return to the city.

Edward Blackman, representing Essaness and the Woods theatre, indicated a desire on the part of Essaness to avoid playing the picture because they had received "literally thousands of letters and phone calls" protesting the proposed showing and the management feels that "the customer is always right."

Judge Padden is expected to make a decision some time tomorrow, inasmuch as the complaint asks for an "immediate injunction."

Moral Law Unchanging, Says Cardinal McIntyre

HOLLYWOOD, March 8.—James Francis Cardinal McIntyre today was quoted in a special interview published in the "Los Angeles Mirror," as saying, "The moral law is fixed and unchanging. Conventions may change, but the moral law does not, nor does our basic recognition of it."

Cardinal McIntyre had been asked, "Some film figures urge revision of the Production Code because the public has 'matured' since it was drawn up. Do you believe public attitudes on morals have changed in last 25 years?"

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'French Line' Dance Cut Out by Maryland

BALTIMORE, March 8.—The controversial dance by Jane Russell in "The French Line" has been ordered out of the picture by Sydney R. Traub, chairman of the Maryland State Board of Motion Picture Censors. He and Mrs. Maude Dorrance, another member of the board, declared the dance "indecent."

The decision, Traub states, is "preliminary," thus permitting the distributors to appeal to the board for another review in the presence of a representative of the film's agent.

Services for Will Hays

(Continued from page 1)

monument to his memory. We shall all miss him."

William J. German: "Will Hays was one of the most gracious personalities I've ever known. He did a terrific job for the industry at a time when it was needed. Both the industry and I, personally, have lost a great friend."

E. W. Hammons: "Will Hays came into the industry when it was in the raw and brought it up to its present stature. We owe him a great debt of gratitude because he brought order out of chaos."

Arthur L. Mayer: "He was a great leader, a man of unusual strength and vision who performed a great service to the industry in the days we needed him very badly. His death is a severe blow for all of us who had been associated with him."

J. R. Grainger: "Will Hays' devotion to our industry, and his enterprise on its behalf, will always be remembered with gratitude."

Nicholas M. Schenck: "Will Hays was a great friend and gave invaluable service to our industry. We mourn his loss."

N. J. Blumberg: "In the passing of Will Hays, I feel greatly the loss of a fine, personal friend. To evaluate his extraordinary services on behalf of the industry is significant of his untiring and constructive efforts which will be always remembered."

Jack Cohn: "The death of Will Hays is a great loss to our industry and a personal bereavement to me. A loyal and tireless public servant, he was a bulwark of strength and inspiration to us all at a time of great crisis. America has lost a great citizen."

Walter Reade, Jr.: "The demise of this great industry figure is to be regretted by all."

Arthur B. Krim: "The death of Will Hays is a great shock for his passing is an irreplaceable loss to the industry with which he was so intimately bound up for so many years. For United Artists and myself, I wish to extend most sincere condolences to Mrs. Hays and to Will Hays, Jr."

Austin C. Keough: "The death of Will H. Hays takes from the motion picture industry one of its greatest leaders, counselors and friends. His many activities in public interest has made him one of the leading Americans of our time."

A. W. Schwalberg: "The industry will miss Will H. Hays, one of its foremost champions and one of the leaders who endowed it with the high stature it enjoys today. His achievements in government, business and the law, as well as in motion picture industry, are indelibly set down in the pages of history, and his works will be a monument to his memory."

Spyros P. Skouras: "We in the motion picture industry are ever mindful of Will Hays' contributions to the welfare of motion pictures and its grave responsibilities to public entertainment. The entire nation mourns the passing of one of its most distinguished elder statesmen."

Joseph H. Moskowitz: "Will Hays was a man of great honor. The many contributions he rendered to his country will always be an inspiring monument and particularly so in the motion picture field."

Al Lichtman: "Lawyer, political leader, friend of our industry, Will Hays was a symbol of all that was dignified, courageous and true of our business. His name will stand as long as there are motion pictures."

Charles Einfeld: "The death of Will Hays takes from the scene a man who brought more dignity and recognition to our industry than any other in its history. His strength and service in our common welfare contributed in surpassing measure to the heights we have reached today."

W. C. Gehring: "In the years when we were beset by attackers and detractors, Will Hays stood as a bulwark in his protection of our rights and privileges. He gave us stature at a time when we were growing towards the heights we have reached today. All of us salute his memory."

Samuel Goldwyn: "I had great respect and warm affection for Will Hays. He was a very fine American who not only served his government well, but also gave splendid and devoted leadership to the motion picture industry. We shall all miss him greatly."

Joseph I. Breen: "He was an extraordinary man of enormous vitality and power coupled with a deep religious sense of responsibility. He was an outstanding patriot, a truly great American who merits a place among the foremost citizens of this generation."

Darryl F. Zanuck: "A wise counselor at a time when the young and lusty industry needed organization and unity."

Joseph M. Schenck: "He was a friend to everyone in the motion picture industry, and there will be none among us who will not be deeply touched by his passing."

Y. Frank Freeman: "Will Hays brought to the motion picture industry in its time of need an honesty and integrity that contributed in a way that can never be measured. We miss him and we can ill afford to lose men like him."

House GOP

(Continued from page 1)

which will come late Wednesday, is expected to be very close.

Earlier today, taxes were discussed at the weekly White House legislative conference between the President and legislative leaders. Martin said the President had declared that the various excise cuts in the Reed bill went too far, but that the Administration would not oppose the bill in the House but would rather wait until the measure reaches the Senate to ask for smaller excise reductions.

There were these other developments:

Some Senators said that the Treasury was unofficially suggesting that no excise be cut to less than 15 per cent.

Senate Finance Committee chairman Millikin (R., Col.) said that his committee would hold very brief hearings on the excise bill, possibly starting Friday.

Democratic Senators continued to urge Senator George to offer his proposed increase in individual income tax exemptions to the excise bill when it reaches the Senate. Such an amendment, if approved, would endanger the entire bill.

To Report on Technical Tax Revision Bill Today

WASHINGTON, March 8.—The House Ways and Means Committee is scheduled to meet tomorrow to report the so-called technical tax revision bill to the House. The bill is scheduled to come up on the House floor on March 17 with a final vote on March 18.

COMPO

(Continued from page 1)

of approach to the problem will then be ascertained.

Attending today's meeting at the Roney Plaza Hotel were Sam Pinanski, president of American Theatres Co. of Boston; Al Lichtman, general sales manager of 20th Century-Fox; Col. H. A. Cole, president of Allied Theatres of Texas; Trueman Rembusch, president of Allied Independent Theatre Owners of Indiana; A. L. Sindlinger, president of Sindlinger & Co., and Coyne.

U-I Has 1,200 Dates For 'Saskatchewan'

Universal-International's "Saskatchewan" will open at the Loew's State here tomorrow, and as part of the Charles J. Feldman annual sales drive, more than 1,200 theatres throughout the country will play the film between March 10 and April 8, U-I said. Current issues of "Collier's" and "Look" magazines carry ads which list the houses that have scheduled "Saskatchewan" during the 30-day period.

Join in Celebration

ATLANTA, March 8.—The Atlanta Women of the Motion Picture Industry will participate in the forthcoming Variety Club Old Newsboys Day on Sunday.

Benefit for 'Saadia'

The M-G-M Technicolor picture "Saadia" will have its New York premiere Thursday evening at the Normandie Theatre, as a benefit for the French Hospital.

'Crusade'

(Continued from page 1)

Pennsylvania; Leon B. Back, Maryland; Rube Shor, West Virginia; Morris M. Finkel, Western Pennsylvania; Horace Adams, Ohio; Lew Wisper, Michigan; Trueman T. Rembusch, Indiana; Jack Kirsch, Illinois; S. J. Goldberg, Wisconsin; Charles Jones, Iowa-Nebraska; E. L. Peaslee, North Central; Beverly Miller, Kansas-Missouri; A. B. Jeffers, Mid-Central; Neil Beezley, Rocky Mountain; D. F. Blissard, Mid-South; Glenn D. Thompson, Oklahoma; Abe Berenson, Gulf States, and P. R. Isley, Texas.

Theatre Owners of America already has appointed its Crusade drive chairmen, as have the distributor companies, as previously announced. The Allied, TOA and distributor chairmen in each area will work together to get the maximum support from theatres for the Crusade For Freedom campaign which is run principally in support of Radio Free Europe which broadcasts to the countries behind the Iron Curtain.

Pimstein Sued

(Continued from page 1)

$9,500 paid to Pimstein as a legal consultant after his withdrawal from the companies on Feb. 6, 1953, severance pay of $10,400 and money received from the firm's pension plan. The plaintiffs allege that Pimstein violated the state's penal code in supplying List with confidential data without the companies' consent.

Pimstein, in turn, has a suit pending against List for money allegedly due him for services in enabling List to buy control of the RKO circuit. Pimstein had been with the RKO organization since 1926.

'Cell Block' Set For Saturation Dates

HOLLYWOOD, March 8.—Walter Wanger's production of "Riot In Cell Block 11" has been set to open Easter Week at the first-run Fox, St. Louis, and under a saturation booking will open day-and-date in 36 other houses in the Missouri area, according to Harold Wirthwein, Allied Artists western division sales manager.

At the same time, Wirthwein disclosed another saturation booking, involving 23 first-run houses in the Utah-Idaho area on April 2.

20th-Fox Declares Extra 10c Dividend

MIAMI, March 8.—In addition to a quarterly dividend of 25 cents a share, the 20th Century-Fox board of directors, meeting here, declared a special cash dividend of 10 cents a share, both payable on March 31 to stockholders of record on March 18. A 25-cent dividend was paid in December.

The directors also authorized the purchase for retirement of a maximum of 100,000 shares of common, starting April 1. There are about 2,700,000 shares outstanding.

To Operate Drive-Ins

ATLANTA, March 8.—Tom Jones of the Jones Booking Service of Atlanta has taken over operation of the Gober Drive-In, Headland, Ala., and the H & R Drive-In, Hartford, Ala.

Television--Radio

with Pinky Herman

PAUL WINCHELL flew to Miami right after his TV'er for a two-week vacation. Janet Blair will sub next Sunday (special material by Jack Segal and Madelyn Russell) and Doretta (Kismet) Morrow will handle the star assignment on March 21. . . . Bob Monroe planning to do a televersion of Peter Lorre's chiller-diller radio series, "Nightmare". . . . Aside to K. A. Jadassohn: Thanks for your kind words re: FAME. . . . Lovely Louise Vanier, recently seen on the "Martin Kane" and "Virginia Graham" TV'ers, outdistanced 50 of the town's top models to cop an important and timely government public relations film assignment, slated to be produced this week in Puerto Rico. . . . A novel piece of Americana and a thoroughly different show was presented last week by Ralph Edwards on his "This Is Your Life," program. Ralph honored this year's winner of the Westminster dog show, a cocker spaniel named "Rise & Shine." Idea was dreamed up by Frank Hobbs of Warner Bros. flackery and Gary Stevens, producer of "20 Questions," the team that engineered the recent "Eddie Cantor—This Is Your Life" tie-up. P.S.: Hobbs and Stevens both own cocker spaniels.

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Disk jockeys, who have been doing nobly by the Louis Braille Music Institute of America's campaign to raise funds to purchase recordings with Braille labels for the blind, will be pleased to learn that World Music and the composers respectively of the composition, "Lighthouse in the Harbor" have signed agreements to donate part of the royalties to this fund. Sammy Kaye, whose ork waxed the number for Columbia records, has also hopped aboard the bandwagon with personal plugs for the project. . . . Louis Forbes and Duke Goldstone have formed a new firm to produce half-hour musical telefilms. Forbes is a nominee for the Academy Award for his "Cinerama" score and Goldstone is the producer-director of "Life with Elizabeth" and "Liberace" TVehicles. . . . Ruby Mercer MBStarts a new platter-chatter series Monday, taking over the 3:00-4:00 P.M. slot, across the board. Tin Pan Alleyites regard Ruby as "the gem of devotion" to music.



Sammy Kaye

☆ ☆ ☆

The Philco Television Playhouse presentation Sunday of Horton Foote's "The Dancers" (NBC-TV), proved to be a delightful delineation of the "love conquers all" theme with standout performances by Janet De Gore and Jamie Broderick. . . . Star of 20th Century-Fox flicker "New Faces," Ronny Graham, who collabbed on the songs and material in the pix, has nixed offers by two top comics to write for them. Wants to keep his jokes for his own TV program slated to bow in this fall. . . . Westward Productions, Ltd. is the name of Samuel Goldwyn, Jr.'s new telefilm company with Manny Reiner, gen. sales mgr. . . . Because the TV campaign on "Queen of Sheba" was given a major share of credit in the nine-week run at the New York Astor Theatre, Lippert Pictures has set up a national TV exploitation budget of 35 grand. . . . The Tuesday Buick show over NBC (Milton Berle, comedian) sparkled with Mickey Rooney and Eileen Barton as guests. Eileen, daughter of music publisher Ben Barton, is loaded with star-dust. . . . Columbus, Ohio, folks will WBNSee Commonwealth Film & TV products for the next 18 months.

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Prexy G. Ralph Branton has augmented the sales force of Interstate TV Corp. with the conclusion of a deal with Dougfair Corp. to syndicate a new series of "Douglas Fairbanks Presents" half hour telefilms which will be completed about May 1. . . . Alex Drier, NBC's "Man on the Go" sez: A taxpayer might be referred to as a government worker with No vacation, No sick leave and No holidays. (Alex, beware the chides of March.) . . . Chalk up another star for a WLW alumnus who made the big time. Newest luminary from that Cincinnati station (where Doris Day, Bill Harrington, Big Jon Arthur, to name a few, got their starts) is George Skinner, who will leave WPTZ in Philadelphia to CBStart a full-hour (9:00-10:00 A.M.) across the board TV series March 29. Charles Hinds will direct the show and knowing Skinner's talents, ye scribbler predicts a bright horizon for "The George Skinner Show." . . . Elliot Lawrence ork will supply the music for the N. Y. Publicists Guild second annual Ballyhoo Ball March 30 at the Hotel Astor.

Censor Bills

(Continued from page 1)

Supreme Court ruling on "M" and "La Ronde."

Meanwhile, the New York State Council of Churches, a Protestant group, has announced its approval of the proposed Brydges-Fitzpatrick Bill which proposes a general approach to the clarification of "immoral" in the state film licensing law. The Council, through its legislative committee, said it considered that "a reasonable and acceptable definition" is contained in the proposed bill.

The Brydges-Fitzpatrick bill, which contains the short, general definition, is said to be favored by the state administration, while the State Education Department reportedly favors the longer, specific definition contained in the other measure.

Mayer, in announcing his organization's opposition, issued a prepared statement, which read in part: "The phraseology of the proposed act would leave us completely uncertain as to which pictures would be approved for showing in the State of New York. I think it would leave American producers in a similar uncertainty and it would be equally puzzling and difficult of application by high-minded censors such as Dr. Flick," who heads the state censorship bureau.

Continued Mayer: "If the Supreme Court of the United States regarded such words as 'immoral,' 'sacrilegious,' or 'tending to incite to crime' as too indefinite and vague for practical application, we think it would consider words such as 'lust,' 'vulgarity' or 'lewdness' as even more nebulous and more difficult to interpret."

Expect Short Hearing Today On N. Y. Fitzpatrick Bills

ALBANY, N. Y., March 8.—The Assembly Judiciary Committee hearing tomorrow afternoon on the Fitzpatrick bills proposing a general and a specific definition of "immoral" in the State censorship law is expected to be relatively short, in view of the many other measures on which the committee must act before Friday. The hearing will be limited to one speaker on each side.

Chicago's First Runs Slightly Off Normal

CHICAGO, March 8.—With a few exceptions, first run business is below normal here this week, the exceptions being "Beat the Devil," chalking up an excellent $25,000 in its initial week at the United Artists, where it is being doubled with "Man in the Attic"; "Genevieve," hitting a fine $6,500 in its opening week at the Surf, and "The Long, Long Trailer," pulling in a good $58,000 in its first session at the Chicago with the help of favorable reviews.

"This Is Cinerama" is continuing strong at the Palace with $35,000 for the 32nd week.

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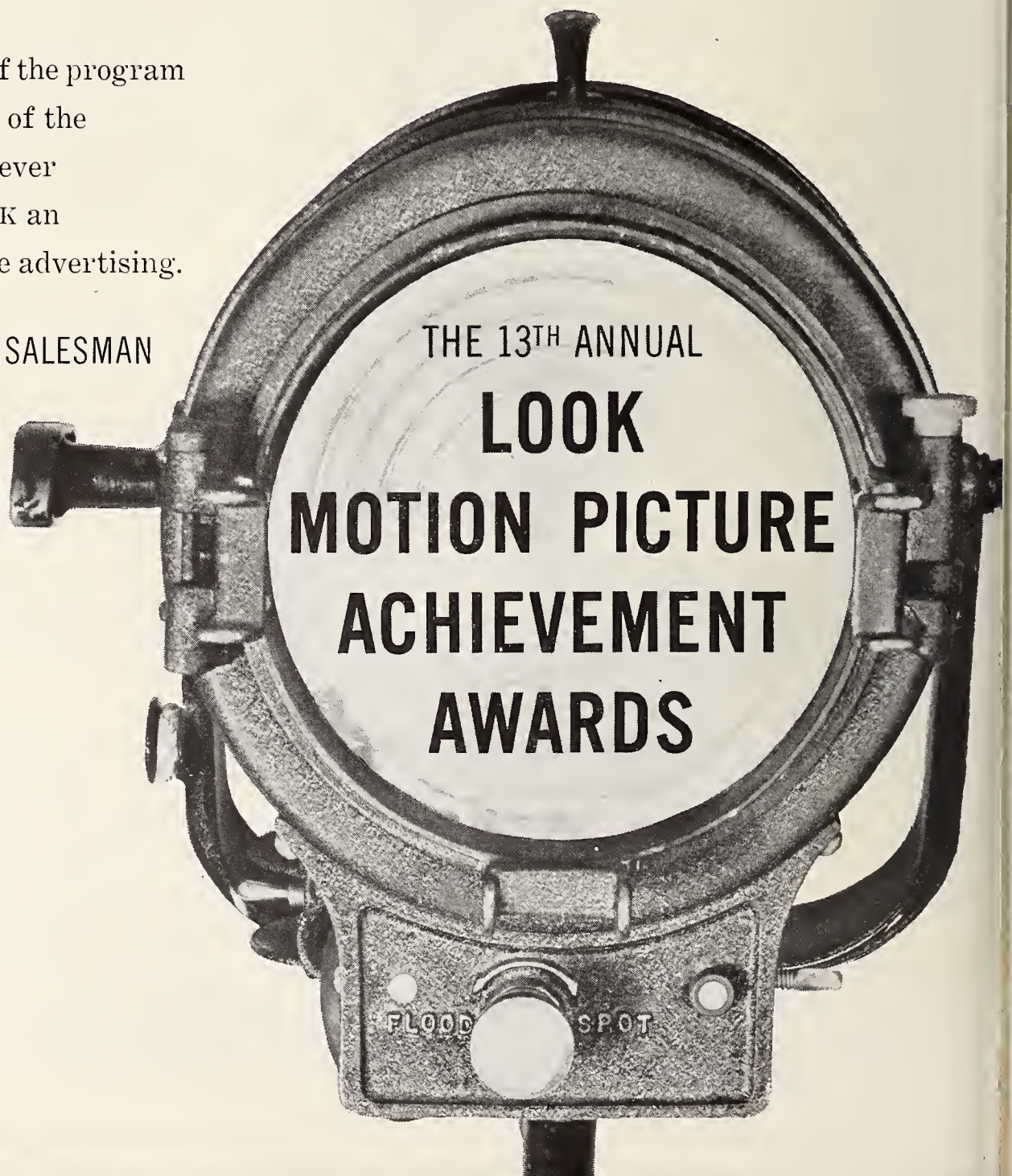
in the current Look...

Climaxing its exciting issue-after-issue coverage of Hollywood products and personalities, LOOK salutes the leading performers and films of 1953 in six pages of pictures and text in its March 23 issue, on sale everywhere today.

LOOK's coveted annual movie awards turn the spotlight on the outstanding performances and production achievements of the preceding year, focusing the attention of millions of entertainment-minded readers across the nation on the movies.

The awards are a vital part of the program which has built for LOOK one of the largest magazine audiences ever assembled . . . and made LOOK an outstanding vehicle for movie advertising.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 46 NEW YORK, U. S. A., WEDNESDAY, MARCH 10, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WILL H. HAYS will long be remembered as a man who effectively led the motion picture industry in periods of some of its greatest trials. Devoting nearly a quarter of a century to his post as president of the Motion Picture Producers and Distributors of America, time and events gave him ample opportunity to become a key part of the history and tradition of the industry he served so long and so well.

•

Habitually referred to in the lay press over the years as "the czar of the motion picture industry," his friends and associates never thought of him as such. Hays, in fact, was not an industry "czar." He was a leader, a counsellor, a diplomat. He was persuasive; he could be forceful. But Hays was not dictatorial nor arbitrary.

His training and experience in the law and in politics were sufficient in themselves to dissuade him from appearing to be or aspiring to become a "czar." His long administration was one marked far more by applications of common sense than by issuance of edicts.

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In his early years at the helm of the industry Hays did much to improve its stature at home and abroad. Checking the spread of statutory censorship, improving the financial status and bank credit position of the motion picture, organizing many of the operating functions of the industry in both production and distribution, these and many more were Hays' contributions.

An able and gifted man, Hays has won a permanent place in the history of the motion picture.

• •

NEWS from Miami over the weekend of 20th Century-Fox's board of directors declaring both a regular and extra dividend and voting authorization to purchase for retirement 100,000 shares of the outstanding common stock further emphasized the substantial accomplishments accruing

(*Continued on page 2*)

Ahead of 1953

Finds AB-PT Business in West, Southwest Better

Business of affiliated theatres of the American Broadcasting-Paramount Theatres in the areas of San Francisco, Los Angeles, Phoenix and Tucson "is better than for the same period a year ago," Edward L. Hyman, AB-PT vice-president, said here yesterday.

Hyman, who recently returned from an extensive three-week tour of affiliated AB-PT companies, said that the area of Phoenix and Tucson seems to be "the fastest growing area in the Southwest." This area, he added, has bounced back following the inroads made by television. The Salt Lake City region, recently hit by home television, he added, has not enjoyed a business upsurge since the first of the year. Hyman, acknowledging that costs are up, too, declined to estimate the rise in operating profit for the "better business" areas.

The AB-PT vice-president said that he and his associates returned to the home office with "our enthusiasm uncurbed and our optimism higher than ever."

Provisions in Tax Revision Bill Hold Industry Interest

WASHINGTON, March 9.—The House Ways and Means Committee today formally reported to the House the comprehensive technical tax revision bill, including many provisions of interest to the film industry.

The bill will be taken up on the House floor on March 17, with final voting due on March 18. No changes can be made on the House floor except for the officially-sponsored Democratic changes. Democrats have said they will confine their changes to two: striking out a provision which proposes to start eliminating double taxation of corporate dividends and adding a provision to boost individual income tax exemptions $100.

The bill would extend for one year —until April 1, 1955—the 52% cor-

(*Continued on page 4*)

'Air Command' to Be 3rd in VistaVision

HOLLYWOOD, March 9. — Y. Frank Freeman, Paramount vice-president and studio head, announced that the studio's next production to be filmed in VistaVision will be "Strategic Air Command," starring James Stewart and June Allyson.

Meanwhile, second week of demonstrations of VistaVision on the preview stage get under way for exhibitors and studio groups. They will continue in line with Freeman's policy to give all interested persons in the industry an opportunity to see the new process.

Dore Schary, Eddie Mannix, Ben Thau, Louis K. Sidney, George Sid-

(*Continued on page 4*)

Outlook Poor for Tax Cut to Less Than 10 Per Cent

By J. A. OTTEN

WASHINGTON, March 9.—The outlook grew dim today for greater admission tax relief in the House than a reduction to 10 per cent.

There is strong probability that the Democrats will not offer when the Reed bill comes up for a House vote tomorrow, their motion to exempt all tickets costing 50 cents or less, and the odds were greater that the motion, if offered, would be defeated.

This situation grew out of other developments on the Reed excise bill. That bill, in addition to cutting the admissions tax and many other excises, also would continue indefinitely the present high rates on liquor, gas, autos and tobacco. These

(*Continued on page 4*)

Will Hays Services In Indiana Today

SULLIVAN, Ind., March 9.—Will H. Hays, president of the Motion Picture Producers and Distributors of America for more than 23 years, Postmaster General of the United States in the Harding Administration, Republican national committee chairman for the successful Harding campaign, lawyer and member of numerous boards of directors of large corporations, will be buried in the family plot of the home town cemetery here on the banks of the Wabash River tomorrow.

Honorary pallbearers are: George Ball, Muncie, Ind.; Bruce Barton, New York; Bernard Baruch, New

(*Continued on page 4*)

AB-PT Report

Sees No Alarm In Outlook for Product in '54

Hyman Bases Findings On 44-Page Survey

By MURRAY HOROWITZ

There "is no immediate cause for alarm" regarding the product outlook for 1954, Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, declared here yesterday.



Edward Hyman

Hyman, basing his belief on a 44-page survey conducted by him for the company, acknowledged that there has been a gradual lessening in quantity, but went on to say that "quality" has increased and shows signs of increasing further. He would not say flatly that exhibition is "out of the woods," indicating that there are "soft spots" in the releasing plans of

(*Continued on page 5*)

Myers Would Use Old Films in New Media

OKLAHOMA CITY, March 9.—The motion picture industry may make "tremendous gains" by showing old film classics in new processes, Abram F. Myers, board chairman of Allied States Association, told Allied of Oklahoma members at their convention here today.

He said if rival film companies would release prints for showing in

(*Continued on page 4*)

Judge Refuses to Lift Chicago 'Line' Ban

CHICAGO, March 9.—RKO Radio's request for an injunction preventing the banning of "The French Line" in Chicago was denied today by Judge Thomas G. Padden, who said that he was denying the request because there was no "immediate emergency," the damage suffered by RKO is "not irreparable," and the

(*Continued on page 4*)

Personal Mention

CARD WALKER, Walt Disney studio advertising-publicity director, has arrived in New York from Hollywood.

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HERB STEINBERG, Paramount Pictures national exploitation manager, was in Detroit yesterday from New York.

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BARNEY PITKIN, RKO Radio branch manager in Hartford, is back at his desk following a lengthy period of hospitalization.

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LEON SERIN, manager of the Center Theatre here, has won third prize in the Armour & Co. theatre lobby display competition, held in connection with the "Name the Star" contest.

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JOE NEVISON, district manager of the A. M. Ellis Theatres, Philadelphia, is resigning to accept an insurance assignment with Mutual of Omaha.

•

SAMUEL HACKER, senior partner in the CPA organization serving the industry, will leave New York by plane on Monday for the Coast.

•

SYLVIA RASKIN, secretary in the Theatre Owners of America office here, will be married on Apr. 11 to HERBERT BAER.

•

FRANK and HERMAN KING, of King Brothers Prod., have left New York for Hollywood.

N.Y. Bills Re-Define 'Immoral' and 'Incite'

ALBANY, March 9.—The assembly judiciary committee delayed action until tomorrow on the Fitzpatrick bills' definition of "immoral," generally and specifically, in the state film licensing law, after a 25-minute hearing this afternoon.

Meanwhile, the Fitzpatrick so-called "short form act" was amended in its definitions of "immoral" and "incite to crime." This was done to conform with amendments made Monday night in the companion bill, sponsored by Sen. Zarl W. Brydges. The amendments were drafted to tighten the bill, reported to have the support of the administration.

The term "immoral" would apply to "a motion picture film or part thereof, the dominant purpose or effect of which is erotic or pornographic; or which portrays acts of sexual immorality, perversion or lewdness, or which expressly or impliedly presents such acts as desirable, acceptable or proper patterns of behavior."

The new definition of "incite to crime" is that it "shall denote a motion picture the dominant purpose or effect of which is to suggest that the commission of criminal acts or contempt for law is profitable, desirable, acceptable or respectable behavior; or which advocates or teaches the use of, or the methods of use of, narcotics or habit forming drugs."

Brewer Is 'Flattered' By IA 'Draft' Rumor

HOLLYWOOD, March 9.—Roy M. Brewer, former international representative for the IATSE in Hollywood and now connected with the Allied Artists executive echelon, expressed himself as "flattered" but disposed simply to "wait and see" when asked today by MOTION PICTURE DAILY to comment on the report that IATSE locals in the studios are being urged by four upstate locals to join them in "drafting" him as candidate for international presidency of the IATSE.

The proposed candidacy would be in opposition to the incumbent president, Richard F. Walsh, with whom Brewer differed diametrically with regard to the handling of IATSE studio locals.

Question Book Value Of Old RKO Films

WILMINGTON, Del., March 9.—Testimony that a number of films were carried on the books of RKO Pictures Corp. at a $1 value was brought out in the trial before Chancellor J. Collins Seitz, in the Court of Chancery today. The 1932 RKO picture "King Kong" which reportedly netted $565,000 when recently reissued is carried on the books at $1. Others in this category included "Hunchback of Notre Dame," "Rio Rita," "Top Hat" and "Stage Door," according to Harry J. Halperin, attorney for stockholders Louis Schiff and Jacob Sacks. They seek to block the proposed sale of RKO assets to Howard Hughes, board chairman.

During the course of the trial, which was adjourned at 1:00 P.M., at the request of the defense, the plaintiff served on James R. Grainger, president of RKO, a subpoena to produce a list of documents which had been asked for before trial.

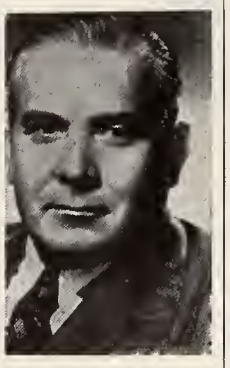
To Inform Walsh of 'Salt' Screening

IATSE president Richard Walsh will be informed of the scheduled trade-press screening here of the controversial "Salt of the Earth," a spokesman for IA's projectionist Local 306 stated here yesterday.

The picture, produced by Paul Jarrico, an uncooperative witness in the Congressional Communist probe, is slated to be screened Friday afternoon at the "Preview Theatre," 1600 Broadway, which employs IATSE projectionists. The Local 306 spokesman said that in light of Walsh's order he will be informed of the scheduled screening. Walsh asked all locals to inform him if the picture is booked in union theatres, lending rise to reports that Walsh would ask projectionists to refuse to handle the film. "Salt of the Earth" will open at the Grande Theatre here, a non-union house, on Sunday.

Skouras Chairman of Industry R.C. Drive

Spyros P. Skouras, president of Twentieth Century-Fox, will serve as chairman for the motion picture group in the campaign of the New York chapter of the Red Cross, it was announced by George H. Coppers, chairman of the appeal in Greater New York. As chairman for this group, Skouras is seeking support for the Red Cross from theatres and circuits, producers and distributors, and motion picture equipment and service firms. He is planning a meeting of executives of the industry and related fields to enlist their aid in obtaining support for the many humanitarian services conducted by Red Cross at home and abroad.



Spyros Skouras

The national goal is $85,000,000 of which New York's quota is $5,900,000. Skouras' group is seeking to raise $44,600.

Greenthal V-P Posts For Diener, Hauser

David E. Diener and Herbert S. Hauser have been appointed vice-presidents of the Monroe Greenthal Co. Diener, who joined the agency in 1947 in the copy department, is currently creative director of the agency and handles United Artists, as well as the Sutton, Paris and Fine Arts Theatres.

Hauser, whose association with the agency began in 1947 in the media and production departments, is currently an account executive as well as director of the departments. He handles Stanley Warner Cinerama, Fabian Theatres and Walter Reade Theatres.

'Moon Is Blue' Gets Okay in Elizabeth

"The Moon Is Blue" will play in Elizabeth, N. J., as the result of a decision handed down by the Union County Grand Jury.

In refusing to return a indictment on a police complaint, the Grand Jury upheld the right of the Stanley Warner circuit, the Ritz Theatre and its manager, Clarence P. Murphy, to exhibit the film. The United Artists release opened at the Ritz in Elizabeth on Dec. 30, 1953, but its engagement was halted by the police on a charge that it was "obscene."

Loyd Wright Heads American Bar Assn.

Loyd Wright, Hollywood attorney, who represents many important film interests, has been elected president of the American Bar Association. Wright formerly was a member of the Association's board of governors, and is a past president of the State Bar of California.

Tradewise . . .

(*Continued from page* 1)

in recent months from the company's decision, little more than a year ago, to stake its business future on CinemaScope.

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It is of interest to recall that approximately at this time last year, 20th-Fox management was the target of dissident stockholder attack and an all-out proxy contest in anticipation of the company's annual meeting. The stockholders rallied to the support of the Spyros Skouras management. Events now show their confidence to have been well placed.

Armstrong Acquires Seven Ohio Houses

TOLEDO, March 9.—Jack Armstrong has acquired the seven theatres owned since 1942 by Carl H. Schwyn, banker of Cygnet, O. The theatres, of which Armstrong has been general manager, are the State, Napoleon; Cla-Zel and Lyric, Bowling Green; Maumee, Maumee; Palace, Perrysburg; State, Toledo, and Springbrook Drive-in, Lima. Additionally Armstrong operates the Paramount Theatre here for the owners, Theatre Leasehold Corp. of which Oliver Goshia is president, and has an interest in the Jesse James Drive-in on Reynolds Road outside Toledo.

Armstrong started in the industry at 16 as usher in the State Theatre, Napoleon. Carl Schwyn, banker and industrialist, entered the theatre field in 1942. He is retiring because of poor health. No personnel changes are contemplated, Armstrong states in his new ownership announcement.

Arias to Release 6; 'Parsifal' First

Newly-formed Arias Quality Pictures, Inc., plans to release six foreign and American-made films in the domestic market, the first being "Parsifal," a Selecciones Capitolio Huguet production, Henry R. Arias, president, announced yesterday at a press conference.

"Parsifal," a 92-minute French film with English titles, will be released within the next few weeks, Arias said.

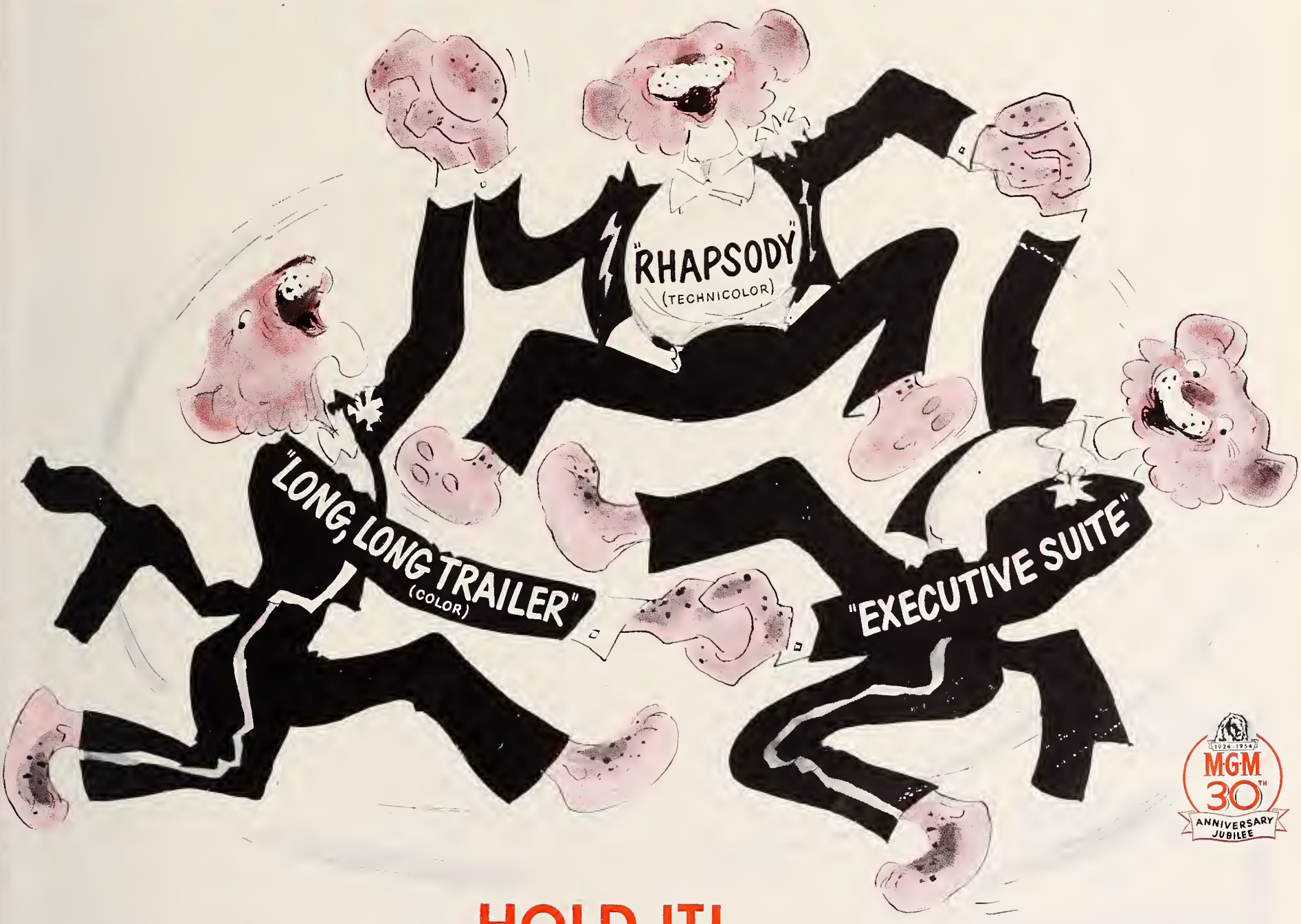
Arias, along with Leo Abrams, vice-president, and Meyer P. Beck, advertising and publicity executive, will establish offices in Chicago, Atlanta, New Orleans, St. Louis, Los Angeles and San Francisco.

John Balderston Dead

HOLLYWOOD, March 9.—A private funeral will be held tomorrow for John L. Balderston, 64, one-time playwright and in recent years a screenplay writer, who died yesterday of a heart ailment. His widow and son, John L., Jr., survive.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

GLEESOME THREESOME!



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MGM
30TH
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HOLD IT!

Hold-overs nationwide for "LONG, LONG TRAILER"! M-G-M's comedy riot is a smash hit everywhere!

(*Lucille Ball, Desi Arnaz — Color, too!*)

HOLD IT!

Hold plenty of time when you book M-G-M's "EXECUTIVE SUITE." Every advance preview for press and magazines forecasts one of the year's 10-Best! The best-seller is even greater on the screen!

(*William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch.*)

HOLD IT!

Hold Easter Holiday time for "RHAPSODY," M-G-M's love story of the year with the world's greatest love music. A de luxe holiday attraction!

(*Elizabeth Taylor, Vittorio Gassman, John Ericson — Technicolor, too!*)

Tax Outlook

(*Continued from page* 1)

rates would otherwise drop on April 1.

The Democrats had planned to offer a two-part motion to change the Reed bill: to limit the extension of the present liquor, gas, auto and tobacco rates until April 1, 1955, and to exempt the lower-priced tickets. Auto dealers and liquor industry officials, disliking the indefinite extension of the present auto and liquor tax rates, turned on the heat in favor of this Democratic motion.

Committee to Meet Today

As a result, many Republicans notified GOP House leaders that they would have to vote for the Democratic motion. And as a result of that, a conference of all Republican members of the House today instructed the Republican members of the Ways and Means committee to change the Reed bill so as to extend the present auto, liquor, gas and tobacco rates for only one year. The Ways and Means committee will meet tomorrow morning to approve that change in the Reed bill.

These developments took the steam out of the Democratic sails, and Democratic leaders late tonight said they did not know whether they would any longer try to change the Reed bill.

Meanwhile, the tax committee of the Council of Motion Picture Organizations was already switching its attention to the Senate, where the bill will go when it passes the House tomorrow.

Senators Being Contacted

Key exhibitors who intimately know members of the Senate Finance committee and other important Senators are being called to Washington to sound out the Senators on the prospects for greater tax relief in the Senate than voted in the House. COMPO was not making any drive to get votes in the House on the possible Democratic motion, figuring it too late to affect the outcome there.

Tax Revision Measure

(*Continued from page* 1)

porate tax rate. Among other changes which affect industry firms are these:

Depreciation: The bill would permit businessmen to write off more quickly their investment in new equipment and buildings. Whereas at present, only half the cost of an item can be written off in the first half of the item's life, the bill would allow a two-thirds write-off in that period. At present, depreciation must be taken by estimating the useful life of an item and spreading the cost evenly over that estimated life—the so-called straight-line method. The committee bill would allow a write-off each year of twice the straight-line percentage, but apply this only to unamortized balance, rather than the original cost. Other changes would make it more difficult for the Internal Revenue Service to challenge the taxpayer's estimate of the useful life of an asset.

Would Aid Exhibitors

The changes could help, among other taxpayers, exhibitors planning to install new screen, projection and sound equipment.

Advance payments: Starting in 1955, corporations whose tax bills run more than $50,000 a year would have to make estimates in September of their current year earnings and tax bills, and pay part of that tax in September and December. At present, all of one year's tax liability is paid the following year. The bill provides that these larger corporations would pay 5 per cent of the current year's bill in September, 1955, and 5 per cent in December, with the rest paid in two equal instalments the following March and June. Each year the September and December payments would each increase 5 per cent and the March and June payments would drop accordingly, until by 1959, these larger firms would pay in four equal instalments: September and December of the current year and the following March and June.

Loss carryback: Firms now can carry one year's losses back one year or forward five years to cut taxes in those years. The bill would extend the carryback to two years.

Fifty-two-week year: Many theatre firms keep their books on a weekly basis, and, since tax returns must be based on a period ending on the last day of a month, must make out separate books for tax purposes. The bill would permit firms to pay on the basis of a 52-week year for several years, then pick up the extra days in a 53-week tax year one year.

Other Provisions Outlined

Other provisions of the bill outlaw collapsible corporations and partnerships, a tax-avoidance device that has been used by some persons engaged in film production; set up for the first time clear rules for taxing partnerships, widely used as a method of doing business in exhibition; levy a new 1 per cent per month charge on underpayments of withholding or excise taxes into depository accounts; cut from four years to three years the time limit for assessments or refund claims on excise taxes; deny a theatre owner any refund on excise taxes he has paid the government by mistake, but actually collected from the theatre-goer; give all corporations an automatic three-month extension for filing income tax returns, providing they file an appropriate form and pay an estimate of their tax liability.

The Motion Picture Association fared badly in its efforts to get changes in the bill that would ease the tax treatment of foreign earnings of film distributors.

Hays Rites

(*Continued from page* 1)

York; John Binford, Crawfordsville, Ind.; Joseph I. Breen, Hollywood; Victor Ford Collins, Los Angeles; Jasper Crane, Wilmington, Del.; Hinkle Hays, a brother, of this town; General Charles D. Herron, Bethesda, Md.; former President Herbert Hoover, New York; Roy Howard, New York; Joseph P. Kennedy, Boston; Louis B. Mayer, Hollywood; Eugene Pulliam, Indianapolis; Martin Quigley, New York; Mrs. Claire Roddewig, Chicago, and Robert White, Indianapolis.

Industry to Be Represented

Services at the Presbyterian church here tomorrow afternoon will be preceded by memorial services at the County Court House, sponsored by the Sullivan County Bar Association. The Motion Picture Association of America will be represented at the services by Sidney Schreiber, secretary and general counsel, New York, and Jack Bryson, legislative assistant, Washington, D. C.

Tribute to Will Hays From AMPP Board

HOLLYWOOD, March 9.—A resolution paying tribute to the memory of Will Hays today was adopted by the board of directors of the Association of Motion Picture Producers. It was signed by Chairman Y. Frank Freeman.

Geoffrey Shurlock will represent major Hollywood studios at the funeral of Hays, which will be held today in Sullivan, Ind.

Judge Refuses

(*Continued from page* 1)

plaintiff has "adequate access to legal action" to correct any alleged injustice arising from the decision of Police Commissioner O'Connor to reverse the Police Censor Board and revoke the permit for "The French Line" to be shown here.

Judge Padden's decision followed cancellation at his request of a special private showing of "The French Line" for his benefit. Explaining his request for cancellation, the judge said that he could see no purpose in his viewing the film, inasmuch as his decision would be based on a point of law rather than on whether Commissioner O'Connor's judgment of the picture was capricious or based on sound judgment.

RKO has not announced what action it will take in view of today's temporary setback, but it is a virtual certainty that the company will continue its efforts to have the ban lifted.

Myers Would Use

(*Continued from page* 1)

different processes, it would open a new era in motion picture history.

Myers declared the coming of VistaVision and the Tushinsky lens also may make sweeping changes in the industry. He said Barney Balaban of Paramount had told him his company will make conventional prints of its product along with those in VistaVision.

"If they make good on that, I think we're on our way out of a great scare," Myers said. "I know of no better way to cut a company or product down to size than to give it some keen competition of others with something as good or better."

Film Council Hits Foreign Subsidies

The "use of foreign subsidy funds to exploit foreign pictures in this country must be stopped," the Hollywood AFL Film Council declared in a letter, made public here yesterday by the Independent Motion Picture Distributors Assoication.

The letter, a copy of which has been sent to the Federal Trade Commission, was in support of IMPDA's complaint to the FTC against the subsidization of Italian Film Export.

VistaVision

(*Continued from page* 1)

ney, Douglas Shearer and other M-G-M executives attended yesterday. Among others were Dr. Herbert T. Kalmus and other Technicolor officials; Gunther Lessing and a group from Walt Disney Productions; Stanley Kramer, and groups from Columbia, Motion Picture Research Council, Warner Bros., Eastman Kodak, Allied Artists, Mitchell Camera Co., Pacific Optical Co. and the Motion Picture Producers Association.

Rogers in Montana

GREAT FALLS, Mont., March 9.—Will Rogers, Jr., arrived here today to participate in a two-day series of festivities held in conjunction with the engagement of his Warner Brothers film "The Boy From Oklahoma" at the Liberty Theatre. Local civic leaders sponsored the occasion to raise funds for displaying Old West paintings by Charles Russell, friend of the late Will Rogers.

Awards for 'Freedom'

RKO Pathe and Jay Bonafield, its vice-president in charge of production, have received 1953 Freedom Foundation awards for their production, "Escape to Freedom," according to RKO Radio, the distributor of the subject.



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National Pre-Selling

"ROSE MARIE" magazine ads will have a total readership of 202,830,000.

Four-color, two-page spreads appear in the current issues of "Look" and "Life."

Picture-of-the-month columns featuring "Rose Marie" will appear in the March and April issues of "Look," "Collier's," "Woman's Home Companion," "McCalls," "Good Housekeeping," "Cosmopolitan," "Parents," "Redbook," "American," "Seventeen" and "True Story." It will be spotlighted in the "Lion's Roar" column appearing in the "Saturday Evening Post's" March 27th issue.

The fan magazines April issues also have ads on "Rose Marie."

•

"'Genevieve'," reports "Life" in the current issue, "is the story of a 1904 Darracq roadster called 'Genevieve', owned by a young barrister who seems to love his car more than his job, his life or his wife. He tootles 'Genevieve' off on an annual commemorative sports-car rally from London to Brighton in the company of his resigned wife and a lot of other ancient cars, including a 1904 Spyker, driven by his bitter rival. Tempers flare and the hero bets his beloved car that he will get back to London first. Even at a crucial moment in the race, with his rival rushing towards the finish and his car at stake, the hero stops politely for a chat with a nice old gentleman who sees in 'Genevieve' the image of the first car he ever owned."

•

"'Knights of the Round Table'," reports the "Woman's Home Companion," March issue, "is a CinemaScope film of passion and pageantry filmed in England."

In the same issue "Miss Sadie Thompson," "The Best Years of Our Lives," and "Beneath the 12-Mile Reef" are also reviewed and recommended.

•

"'The Barefoot Battalion'," reports Ed Miller in "Seventeen's" March issue, "is a stirring, touching Greek movie about a youthful band who fought Nazi invaders during the Second World War without guns, using their wits to harass the Germans and to save their own lives."

•

"Saskatchewan" is represented by a full color two-page spread with an additional half page which backs up the spread in the current issue of "Collier's." A liberal amount of space in the ad is given over to the listing of theatres that will play "Saskatchewan" during the next four weeks.

•

"Sabrina Fair's" star Audrey Hepburn is on the front cover of "Look's" current issue. She has received "Look's" Actress of the Year Movie Award.

In the same issue there is a full-color, two-page spread on "Rose Marie" and a four-color, two-page spread, plus an additional half-page, on "Saskatchewan." More than one page of the "Saskachewan" ad is devoted to listing some of the theatres that will play the picture during the four-week period starting to-day.

WALTER HAAS

TV Set Production Dropped in Jan.

WASHINGTON, March 9.—Television set production dropped seasonally in January, according to the Radio-Electronics-Television Manufacturers Association. RETMA said 420,571 TV sets were produced in January, compared with 449,787 sets in December.

AB-PT

(*Continued from page 1*)

certain companies. "I would not be panicky, though," he declared.

Hyman's position was in strong contrast to the position taken by Walter Reade, Jr., president of the Theatre Owners of America, who on his recent return from a trip to the Coast decried the lack of production, warning of a product shortage. Hyman, in his report, stated that while "we must continue to be vigilant in watching the forthcoming product situation," stressed the longer playing time of CinemaScope pictures and other top productions. In addition, the executive of the largest "parent" circuit in the U.S. pointed out in his report that "every company plans to include a far greater number of costly productions than ever released before."

'Ingredients, Not Medium'

Hyman, bringing his report of Jan. 29 up-to-date, said that CinemaScope pictures do not enjoy as long a running time as heretofore. He pointed, however, to new innovations such as Paramount's VistaVision system, which will be another box-office boost. Regarding all the new media, he expressed the opinion, that in the final analysis the box-office performance of a picture rests on the ingredients in it rather than on the medium. He warned that any new media will meet the consequences of 3-D if it fails to include the proper picture content. Such a thing, he was quick to add, has not happened to CinemaScope.

On the basis of his survey, Hyman predicted that "the number of releases during 1954 could very well be comparable to the number in 1953." He rested part of this conclusion on a product survey conducted by Martin Quigley, Jr., editor of the "Motion Picture Herald," which stated that about 321 pictures would be released during 1954, 103 less than in 1953. The 321 figure, the article went on, did not include backlog for 1954, new independent product as yet unannounced, reissued and foreign-made product.

Sees Foreign Films Aiding

"As a result of our discussions with various sales heads," Hyman continued, "I am convinced that everyone realizes that only quality product can make money for them and the exhibitor." Mitigating against a product shortage, Hyman added, in addition to the "big" picture plans of the companies are the utilization of foreign product and the capitalization on well selected reissues.

'Phantom' Hits $22,730

PHILADELPHIA, March 9.—Warner Bros. "Phantom of the Rue Morgue," a 3-D presentation, grossed $22,730 during the initial three days, March 5, 6 and 7, at the Mastbaum Theatre here, the company reported.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

CARNIVAL STORY

ANNE BAXTER · STEVE COCHRAN · LYLE BETTGER · GEORGE NADER

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with JAY C. FLIPPEN · HELENE STANLEY

Directed by KURT NEUMANN · Screenplay by HANS JACOBY and KURT NEUMANN

A KING BROS. Production

ALBANY	Fox Screening Room, 1052 B'way	Tues. 3/16	2:30 P.M.
ATLANTA	RKO Screening Rm., 195 Luckie St., N.W.	Tues. 3/16	2:00 P.M.
BOSTON	RKO Screening Rm., 122-28 Arlington St.	Tues. 3/16	2:00 P.M.
BUFFALO	Mo. Pict. Oper. Screen. Rm., 498 Pearl St.	Tues. 3/16	2:00 P.M.
CHARLOTTE	Fox Screening Room, 308 S. Church St.	Tues. 3/16	2:00 P.M.
CHICAGO	RKO Screening Rm., 1300 S. Wabash Ave.	Tues. 3/16	11:00 A.M.
CINCINNATI	RKO Palace Screening Rm., 12 East 6th St.	Tues. 3/16	8:00 P.M.
CLEVELAND	Fox Screening Room, 219 Payne Ave.	Tues. 3/16	2:30 P.M.
DALLAS	Republic Scrn. Rm., 412 So. Harwood St.	Tues. 3/16	2:30 P.M.
DENVER	Paramount Screening Rm., 2100 Stout St.	Tues. 3/16	2:00 P.M.
DES MOINES	Paramount Screening Rm., 1125 High St.	Tues. 3/16	1:00 P.M.
DETROIT	Blumenthals Screen. Rm., 2310 Cass Ave.	Tues. 3/16	2:30 P.M.
INDIANAPOLIS	Fox Screening Room, 326 No. Illinois St.	Tues. 3/16	1:00 P.M.
JACKSONVILLE	Fla. State Screen. Rm., 128 E. Forsythe St.	Tues. 3/16	2:00 P.M.
KANSAS CITY	Paramount Screen. Rm., 1800 Wyandotte St.	Tues. 3/16	1:30 P.M.
LOS ANGELES	United Artists Theatres Screening Room. 1851 So. Westmoreland Ave.	Tues. 3/16	2:00 P.M.
MEMPHIS	Fox Screening Room, 151 Vance Ave.	Tues. 3/16	12:15 P.M.
MILWAUKEE	Warner Scr. Rm., 212 W. Wisconsin Ave.	Tues. 3/16	2:00 P.M.
MINNEAPOLIS	Fox Screening Room, 1015 Currie Ave.	Tues. 3/16	1:30 P.M.
NEW HAVEN	Fox Screening Room, 40 Whiting St.	Tues. 3/16	2:00 P.M.
NEW ORLEANS	Fox Screening Room, 200 S. Liberty St.	Tues. 3/16	10:30 A.M.
OKLAHOMA	Fox Screening Room, 10 North Lee St.	Tues. 3/16	10:30 A.M.
OMAHA	Fox Screening Room, 1052 Davenport St.	Tues. 3/16	1:30 P.M.
PHILADELPHIA	RKO Screening Room, 250 N. 13th St.	Tues. 3/16	2:30 P.M.
PITTSBURGH	RKO Screen. Rm., 1809-13 Blvd. of Allies	Tues. 3/16	2:00 P.M.
PORTLAND	Star Film Screen. Rm., 925 N.W. 19th Ave.	Tues. 3/16	8:00 P.M.
ST. LOUIS	RKO Screening Room, 3143 Olive St.	Tues. 3/16	1:30 P.M.
SALT LAKE CITY	Fox Screening Room, 216 East 1st St. So.	Tues. 3/16	1:30 P.M.
SAN FRANCISCO	Fox Screening Room, 245 Hyde St.	Tues. 3/16	2:00 P.M.
SEATTLE	Jewel Box Screening Room, 2318 2nd Ave.	Tues. 3/16	1:30 P.M.
WASHINGTON	Film Center Screening Room 932 New Jersey Ave.	Tues. 3/16	2:00 P.M.

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of the finest which CINEMASCOPE
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In The Wonder of Stereophonic Sound!



20th Century-Fox presents a CinemaScope Production **PRINCE VALIANT**
starring JAMES MASON • JANET LEIGH • ROBERT WAGNER • DEBRA PAGET • STERLING HAYDEN
Produced by ROBERT L. JACKS • Directed by HENRY HATHAWAY • Screen Play by DUDLEY NICHOLS
Color by TECHNICOLOR-DELUXE • Based on King Features Syndicate's "PRINCE VALIANT" by Harold Foster

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 47 NEW YORK, U. S. A., THURSDAY, MARCH 11, 1954 TEN CENTS

Justice Dep't.

Charge Schine Violated U.S. 1949 Decree

Criminal, Civil Actions Are Filed in Buffalo

WASHINGTON, March 10.—The Justice Department today filed criminal and civil proceedings against the Schine theatre interests for alleged violations of the 1949 anti-trust consent decree.

The proceedings, which the Department said were filed in the Buffalo District court, named as defendants Schine Chain Theatres, Inc., five subsidiary corporations, J. Myer Schine, Lewis W. Schine and John A. May.

The government charged that the defendants had continued to maintain the conspiracy which the 1949 decree sought to break and had violated various injunctive provisions of the decree. It also said the Schine chain had failed to get rid of 23 of the 39 theatres it was supposed to sell under the decree.

The criminal proceedings said the Schine interests had continued a conspiracy to maintain local monopolies in theatre operation and to prevent other exhibitors from competing. They

(*Continued on page 3*)

Treasury Citations To Industry Groups

WASHINGTON, March 10.—Industry representatives will receive from the Treasury Department next Tuesday in California engraved citations for rendering valuable service in behalf of the Treasury's bond campaign over the years.

The Treasury said James J. Newman, assistant director of the U. S. Savings Bonds division, will make the presentation at a luncheon in the

(*Continued on page 3*)

Earl Snyder Heads Allied of Oklahoma

OKLAHOMA CITY, March 10.—New officers of Allied of Oklahoma, elected today are: Earl Snyder of Tulsa, president; Siebert Worley of Shamrock, Tex., vice-president; Harold Bowers of Tulsa, secretary, and Bernard McKenna, of Norman, treasurer. All will be board members.

Glen Thompson of Oklahoma City

(*Continued on page 3*)

SCTOA Asks Test Of One-Track Vs. Four-Track Sound

HOLLYWOOD, March 10.—Harry C. Arthur, Jr., chairman of the Southern California Theatre Owners Association, today released the text of a 1,200-word letter to Spyros P. Skouras, president of 20th Century-Fox, challenging that company's policy on 4-track sound, urging him to "spot-test" one-track versus four-track sound, and to judge results from the point of view of "aid to all." Arthur asked SCTOA members to read the text carefully and to give him their comments.

Arthur's letter declares, regarding the 20th-Fox requirement that CinemaScope product be used with 4-track stereo, that "such a demand upon smaller exhibitors, to whom installation costs are completely prohibitive, is exorbitant, arbitrary and unfair. Large theatre-circuits notwithstanding, smaller independent theatre exhibitors are the backbone of the industry. Without them it would be but a matter of time before the in-

(*Continued on page 3*)

Boasberg Announces Defense Chairmen

Charles Boasberg, chairman of the general sales managers committee, has announced the names of the local exchange area chairmen who will handle distribution of "The Price of Liberty," the ten-minute short sponsored by the Department of Defense, which is scheduled to be released March 26.

Following is a list of the area chairmen and their exchange cities: Norman Jackter (Columbia), Albany;

(*Continued on page 7*)

By Vote of 411 to 3

HOUSE PASSES CUT IN ADMISSION TAX

Last Rites Held For Will H. Hays At Indiana Home

By ROBERT BROWN
Editor, Sullivan, Ind., Times

SULLIVAN, Ind., March 10 (Spl.)—The body of Will H. Hays was laid to rest here this afternoon on the majestic hill of Center Ridge Cemetery which overlooks the city he loved so well.

Interment followed impressive services at the Presbyterian Church where last rites were intoned by Rev. Homer G. Weisbecker to the strains of "Onward Christian Soldiers" and before a huge embankment of flowers more beautiful than any movie scene the former censor ever viewed.

Among the scores of bouquets were those with telegramed messages of

(*Continued on page 7*)

Italian Film Gross Up $90,000 in Jan.

Box-office receipts in Italy for January, 1954 were 54 million lire ($90,000) higher than the returns for the corresponding period of 1953, according to figures received here by Italian Films Export.

Gross admissions for the first month

(*Continued on page 7*)

20% Levy Sliced to 10%; Compo to Ask Senators For Greater Reduction

By J. A. OTTEN

WASHINGTON, March 10.—The House today passed and sent to the Senate a bill to reduce the 20 per cent Federal admission tax to 10 per cent, effective April 1. Passage came after House Republicans had lined up solidly to defeat a Democratic motion to exempt from tax tickets costing 50 cents or less.

The tax committee of the Council of Motion Picture Organizations immediately revealed that it will urge the Senate to add this exemption for low-priced tickets to the bill, in addition to a reduction to 10 per cent for all other tickets. It is believed the Senate will at least go as far as the House bill, and may go further.

The final House vote on the bill, which affects many other excise rates as well as the admission tax, was 411 to three. Only Representatives Lyle (D., Tex.), Jones (D., Mo.) and Marshall (D., Minn.) voted against it on final passage.

It was Lyle who had earlier offered the Democratic motion to exempt mo-

(*Continued on page 3*)

Eleven in Production At Paramount Studio

HOLLYWOOD, Mar. 10.—Eleven productions now in work at the Paramount studios here include three films currently before the cameras, seven in various stages of editing and one slated to start within two weeks. Three of the films will be shown in VistaVision, while nine of the 11 will have color in Technicolor.

Pictures currently shooting are "The Big Top," "The Country Girl" and "Mambo." "Strategic Air Command" will go before the cameras on March 22.

The films in the process of being edited are "Ulysses," "Secret of the Incas," "Living It Up," "Rear Window," "Conquest of Space" and "The Bridge at Toko-Ri."

"The Big Top," "Strategic Air Command" and "White Christmas" will be filmed in VistaVision.

'Holders Query

Rackmil Sees Economies From Decca-'U' Merger

An acknowledgment that a merger of Universal Pictures and Decca Records would probably result in economies came yesterday from Milton R. Rackmil, Universal president, at the annual meeting here of Universal stockholders.

The merger question was uppermost in the minds of a number of stockholders, as evidenced by their questions. In response to a series of questions from one stockholder, Rackmil, who also is president of Decca, stated that the record company now owns 67 percent of Universal common outstanding, representing the two-thirds majority required for stockholder approval of any merger.

Pressed by the same stockholder, Louis Gilbert, who urged a quick merger, Rackmil said that "I shall take your sentiments under advice. . . . I assure you." Rackmil, responding to another question, said the board of directors of both companies, acting separately, would have to pass on any

(*Continued on page 7*)

Personal Mention

E. S. GREGG, Westrex Corp. vice-president and general manager, and U. B. Ross, director for Latin America, have returned to New York from Mexico, Panama and South America.

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PETER PERAKOS, head of Perakos Theatre Associates, New Britain, Conn., has returned there with his son, JOHN, following a Florida vacation.

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WILLIAM B. ZOELLNER, head of M-G-M short subjects and newsreel sales, will return today from a tour of company exchanges in Upstate New York.

•

E. K. O'SHEA, Paramount vice-president for distribution, will leave New York at the weekend for Buffalo, Chicago and other exchange areas.

•

LEONARD GOLDSTEIN, president of Panoramic Productions, and ROBERT L. JACKS, vice-president, have arrived in New York from Hollywood.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, left Hollywood yesterday for Seattle and Portland.

•

BLANCHE LIVINGSTON, in charge of publicity for RKO Theatres out of town, will leave here tomorrow by plane for the West Indies.

•

RICHARD NEY will arrive in New York from Europe today aboard the "Queen Mary."

•

RICHARD A. HARPER, M-G-M home office sales executive, left New York yesterday for Albany and Gloversville.

•

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, will leave here Sunday for the Coast.

•

MILTON R. RACKMIL, Universal Pictures president, will leave here on Monday for the Coast.

•

ALFRED E. DAFF, president of Universal International, will leave New York today for Buenos Aires.

•

WILLIAM RICHARDSON, president of Astor Pictures, Atlanta, has returned there from Florida.

•

SAMUEL GOLDWYN is due here at the weekend from the Coast.

•

ROSEMARY CLOONEY will leave New York by plane today for Hollywood.

Karl Eitel Dead

CHICAGO, March 10.—Karl Eitel, 83, who built the Bismarck Hotel, which houses the Palace Theatre, in 1923, died yesterday in Santa Barbara, Cal. He is survived by his widow, three sons, including Otto K., present president of the Bismarck Hotel Co., which leases the Palace Theatre to Stanley-Warner; four daughters, two brothers and two sisters.

Brooklyn Film Council Lauds Production Code; Pledges Support to Films With Seal

The Motion Picture Council for Brooklyn, a non-sectarian organization formed in 1932, has adopted a resolution expressing confidence in the industry's Production Code and pledging support to films having the PCA seal, Mrs. George H. Sutcliffe, chairman, reported yesterday.

The resolution expressed the council's concern over efforts to change the Code and commended the recent statement of Motion Picture Association of America directors on the Code under the heading "Decent entertainment is the best entertainment."

"Our council has faith in the effective administration of the Code by the Motion Picture Association, and we pledge our support to those pictures to which they give their seal of approval, which is a guarantee that said pictures will not lower the moral standards of those who see them," the resolution stated in part.

Republic to Follow Media Middle Road

LONDON, March 10. — Stating that Republic would follow a "middle road" in regard to new projection media, Herbert J. Yates, president, told a large delegation of exhibitors here last night that the industry was passing through an "emotional period of hysteria caused by gadgets and gimmicks."

Yates said that all of Republic's pictures would be produced without stereophonic sound but that they would be available for both conventional and wide screens. He expressed the opinion that wide-screen would become an essential of the future, provided it did not exceed 35 feet.

Republic has not adopted stereophonic sound, Yates said, because of the "excessive cost," the fact that many existing theatres are not constructed acoustically appropriately and because sound "doesn't make a bad picture good or add value as far as the public is concerned."

Stars Picked by WB For 'Helen of Troy'

HOLLYWOOD, March 10.—Selection of Rosana Podesta, Italian star, and Jacques Sernas, Continental player, for the roles of Helen and Paris, respectively, in Warner Brothers' "Helen of Troy" was announced here today by Jack L. Warner. The casting was the result of a year's search, the studio stated.

The picture, said to have been given one of the highest budgets in industry history, will go into production immediately at Cinecitta studios in Rome. It will be made in CinemaScope and WarnerColor.

2 AB-PT Dividends

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that the board of directors declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable on April 20 to holders of record on March 26.

'Garters' Opens Mar. 26

Paramount's Technicolor production "Red Garters" will open at the Astor Theatre here on March 26.

COMPO Ad Stresses Tax Relief Need

The third in a series of advertisements by the Council of Motion Picture Organizations in "Editor & Publisher" stresses that a 50 per cent reduction in the Federal admissions tax will not save 4,820 theatres now in the red.

COMPO, which released the text of the ad to appear in Saturday's issue of the magazine yesterday, has already placed two others in the publishing trade journal. The text points out that these theatres have been holding on because they hoped that at this session of Congress the admission tax would be eliminated. To help these theatres, COMPO states, it is carrying on its fight for more relief by asking Congress to exempt the first 50 cents of theatre admission from the tax and to impose the 10 per cent tax on the amount of admission in excess of 50 cents.

Col. Names Romm Studio Liaison Here

Harry A. Romm, former artists' representative, booking agent, film and television producer, has joined Columbia's executive staff in the home office as the studio's eastern representative.

Romm, who will maintain liaison between Columbia's Hollywood studio and the company's New York sales and distribution executives, was recently the Music Corp. of America's executive on the Coca Cola and Orchid Award shows.

Romm served as producer, at the Columbia studio in 1948, of "Ladies of the Chorus."

Arthur Willi, talent executive, has resigned his post as Eastern talent representative for Columbia Pictures. Willi, who has been with Columbia for the past 15 months, will announce his new affiliation shortly.

Opposes Censor Plan

OKLAHOMA CITY, March 10.—Any attempts at state film censorship would probably prove unworkable despite the fact that Oklahoma's Legislative Council has appointed a subcommittee to investigate needs in that direction, Morris Lowenstein, president of Theatre Owners of Oklahoma, said. Lowenstein cited recent court decisions curbing city and state censorship as the basis for his prediction.

United Artists First To Sign New Pact With Publicist Guild

In the first settlement of the current negotiations between the New York Screen Publicists Guild (DPOWA) and the motion picture distributors, United Artists and the SPG have signed a two-year contract, it was announced yesterday.

The new contract, covering advertising, publicity and exploitation personnel, provides a new classification and minimum system resulting in a $120 minimum for all personnel after six years of service and $140 for senior publicists and salary increases ranging up to $25 a week.

Retroactive to Jan. 1

This pact is retroative to Jan. 1, and calls for a wage reopening talks at the end of the year. At a special SPG meeting Tuesday evening, the general membership ratified the contract. It also voted unanimously to donate 10 per cent of its weekly salaries to a common fund for the support of any publicists forced to strike against companies with which negotiations are continuing.

These firms are Columbia, 20th Century-Fox, whose contract expires April 17 but is negotiating at present, Universal-International and Warner Brothers.

The SPG Executive Board, headed by Harry Hockfeld, 20th-Fox president; Ray Murray, Columbia, vice-president, and Sheldon Gunzberg, U-I, secretary, have been authorized to fix strike votes. Individual unit strike funds were reported in the vicinity of $10,000.

Minimum Scales Set

The new UA-SPG pact provides: new classifications and minimum scale giving $140 to senior publicists, $110 and $120 after one year for publicists (with this level reached by all employees after six years service); $70 for associates, with $80, $90 and $100 after one, two and three years; $50 for apprentices, with $60 after six months.

Individual salary increases averaging approximately $12 a week and ranging as high as $25; arbitration of all layoffs and discharges and requests for increases based on job changes; filling of all job vacancies which occur; sick leave ranging up to 10 weeks annually after nine years service; realignment of the tolerance or free-time provisions, and retention of previous provisions for three-week vacations after five years and the union shop.

'Kettles' Slated for 75 House Pre-Release

The 50-theatre Schine circuit in five states, the 25-theatre Shea circuit in four states, and Universal-International, have joined together in a March pre-release of "Ma and Pa Kettle At Home," the film company announced here yesterday.

Both circuits are highlighting the film, the sixth of a series, in conjunction with the arrival of spring. The picture is an April release.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Charge Schine

(Continued from page 1)

charged Donald G. Schine, Howard A. Antevil, Elmer Lux and three other Schine-controlled corporations with being used to help the defendants retain or re-acquire theatres they were supposed to sell. They cited the defendants for failing to get rid of the required theatres and also for violating injunctive provisions of the 1949 decree dealing with licensing films for Schine theatres, booking films for other exhibitors, pooling and acquiring new theatres.

The criminal proceedings ask the court to award appropriate punishment. The civil proceedings, making much the same charges, ask that the defendants be compelled to carry out the earlier orders of the court.

Schine Given Till April 13 To Answer Show Cause Order

BUFFALO, March 10. — Schine Chain Theatres' defendants are given until April 13 to answer the show cause order obtained by the anti-trust division of the Department of Justice in Federal District court here today.

The much-postponed hearing on the Schine theatre divestiture order was scheduled to come up again before Federal Judge John Knight here on Monday. The court had stated the last time the case was called that this would be the last postponement it would allow and the hearing would have to proceed on March 15.

The latest development, however, will set the divestiture hearing back a month or more, at least until the show cause order in the new government case is answerable, April 13.

Snyder Heads

(Continued from page 1)

was named chairman of the board. Other members selected are: E. T. Borum, Earth, Tex.; Mrs. Leonard Newcomb, Oklahoma City; Claude Motley, Oklahoma City; Athel Boyter, Oklahoma City; Les Nordeen, Konawa, Okla.; Eddie Jones, Tulsa; Henry Simpson, Bristow, Okla.; Frank Deaton, Alva, and H. H. Carile, Dimmitt, Tex.

Members passed a resolution to permit the local Allied unit to help any "distressed exhibitor" whose request is approved by the group's grievance committee.

M-G-M to Make Film With Labor Theme

HOLLYWOOD, March 10.—Dore Schary, M-G-M production head, has announced that the studio will make a picture dealing with labor, just as the forthcoming "Executive Suite" dealt with "big business" management. John Houseman will produce the film about labor, as yet untitled, and James Bartlow Martin, magazine writer, has has been signed to help on the script.

Houseman also produced "Executive Suite," which opens in the near future at Radio City Music Hall in New York.

Doorman Jessel

George Jessel will serve as doorman-barker at the Embassy Theatre here tomorrow at the opening of "Yesterday and Today," a 60-minute cavalcade of the industry which he wrote and narrated. The film is a United Artists release.

House Passes Tax Bill

(Continued from page 1)

tion picture and other admissions of 50 cents or less. That motion was defeated by a close 213 to 200 margin. On this crucial vote, every Republican present voted against the motion, being joined by Rep. Reams (Independent, O.) and Representatives Boykin (D., Ala.) and Chatham (D., N. C.). All other Democrats supported the Lyle motion.

Several Plead for Relief

Several key Democrats took the House floor to plead for greater relief for the motion picture industry than that provided in the bill reported by the House Ways and Means Committee. Among them were Rep. McCormack (D., Mass.), second in command of House Democrats; Rep. Cooper (D., Tenn.), ranking Democrat on the House Ways and Means Committee, and Rep. Boggs (D., La.), a member of the committee.

In reply, House Majority Leader Halleck (R., Ind.) said the Republicans were trying to provide fair treatment for all industries that "we tried to do something for the movie people last session in passing the Mason Bill and we're really doing something for them this session."

Ways and Means Committee Chairman Reed (R., N. Y.) said the need for fast action on the pending bill had prevented the committee from going further in granting relief, and again promised that "this is not the end—we are going to review excise tax relief again later on." Rep. Simpson (R., Pa.) said that further cuts "in hardship areas are both desirable and anticipated."

The fight now shifts to the Senate Finance Committee, where Chairman Millikin (R., Colo.) has promised to try to speed action. Indications are that Millikin will start very brief hearings early next week.

COMPO Girds for Action

COMPO's tax committee has already summoned key exhibitors to Washington to contact finance committee members. Maurice Barr of Louisiana was scheduled to arrive today to contact Senator Long (D., La.); Ray Kinnery of Vermont was due in to talk to Senator Flanders (R., Vt.); Willis Davis of Georgia is scheduled to see Senator George (D., Ga.) tomorrow, and Edgar Doob of Wilmington is arriving tomorrow to talk to Senators Frear (D., Del.) and Williams (R., Del.), both Finance Committee members.

President Eisenhower is scheduled to make a radio-television talk to the nation early next week on his "tax philosophy" but is likely to talk more about the Democratic drive to boost personal exemptions than about the excise bill.

The President and Treasury Secretary Humphrey have said they feel the excise bill goes too far in cutting taxes, but did not make any attempt to block the bill in the House. They are expected to make more of an effort to get the tax cuts eliminated or toned down in the Senate, but most observers don't give them too much chance of success there. Key GOP Congressional leaders have said they do not expect a veto of the bill providing the Senate does not tack on many more excise cuts.

Cooper 'Disappointed'

Rep. Cooper told the House he was "very disappointed" that the Republicans were opposing the Democratic efforts to exempt lower-priced admissions. He cited these statistics to show that the motion picture industry is a "distressed industry":

¶That 62,280 theatres have closed since 1946, including 1,117 since last July.

¶That 6,217 theatres are now operating in the red.

¶That 4,820 of these theatres would still be in the red even after the reduction proposed in the Reed bill.

¶That most of these theatres charge an admission of 50 cents or less and would be helped by the Democratic motion.

Of those theatres that would not be helped sufficiently by the Reed bill, 2,200 are in one-theatre towns, where there would be no other entertainment if these theatres had to close, Cooper asserted.

Boggs emphasized that the Lyle motion would cost the treasury only $40,000,000 a year more than the changes provided in the Reed bill. Pointing out that both House and Senate last year passed by overwhelming votes that Mason Bill to exempt all motion picture theatres from the admission tax, Boggs declared that "if there were reasons last year for complete repeal, the reasons are even more pressing now."

Winding up debate for the Democrats, McCormack said that he was confident that if the House had had a chance to vote on the President's veto of the Mason Bill last year, it would have voted to override the veto. "The main beneficiary of the Democratic motion is the small motion picture theatre," he said; "a clear case has been made out for the justice of the motion, and I will vote for it."

IATSE May Set Conclave Next Week

The time and place of this year's IATSE annual convention are expected to be set in New Orleans next week when the IA's executive board convenes at the Roosevelt Hotel. The sessions start Monday and will extend to the weekend.

Last year's annual meeting was held in New York. It is planned to hold the yearly parleys in different cities each year.

Gross, Simpson Form Publicity Company

HOLLYWOOD, March 10. — Mickey Gross and Len Simpson have announced the formation of a new public relations and publicity firm to serve clients in the modtion picture and television industries. Headquarters will be at California Studios here.

Gross is a former publicity director at Republic studios and Simpson resigned recently as publicity director for Hecht-Lancaster Productions.

SCTOA

(Continued from page 1)

dustry took on a completely changed aspect.

"The present theatre would be pared down to meager numbers indeed—numbers of such insignificance that film production would find it exceedingly difficult to recoup investments. These small independent exhibitors make profits possible. Without their thousands of theatres, complexion of industry, and the bold, black figures, would fade to alarming proportions."

Later on in the letter Arthur writes, "CinemaScope has infused new life into the film industry. Having proved so potent a box-office draw, it should be made available to as many exhibitors and as many patrons as possible. The theory of illusionary sound actually is not vital to an appreciation of CinemaScope. Basically it is merely a device to augment the projection of film."

The letter concludes with a request that Skouras reconsider proposals for public tests of four-track stereo and other systems, and asserts: "You have it in your power to be a great hero in this business, to a lot of little fellows in need of a lot of help. Why not give them a break and with an open-mind, spot-test one-track versus four-track sound; in that way you'll be making a great contribution to our industry, and you'll make CinemaScope available to millions of movie fans, who, otherwise, will never see it."

Treasury Citations

(Continued from page 1)

Beverly Hills Hotel. Y. Frank Freeman, president of the Association of Motion Picture Producers, will preside at the meeting.

Newman will thank the industry for generous offers of productions providing a wide variety of material for the Treasury's campaign. In addition he is expected to point out that the industry's picture trailers and short features have had "tremendous selling impact and have materially assisted the Treasury" in its bond-selling job.

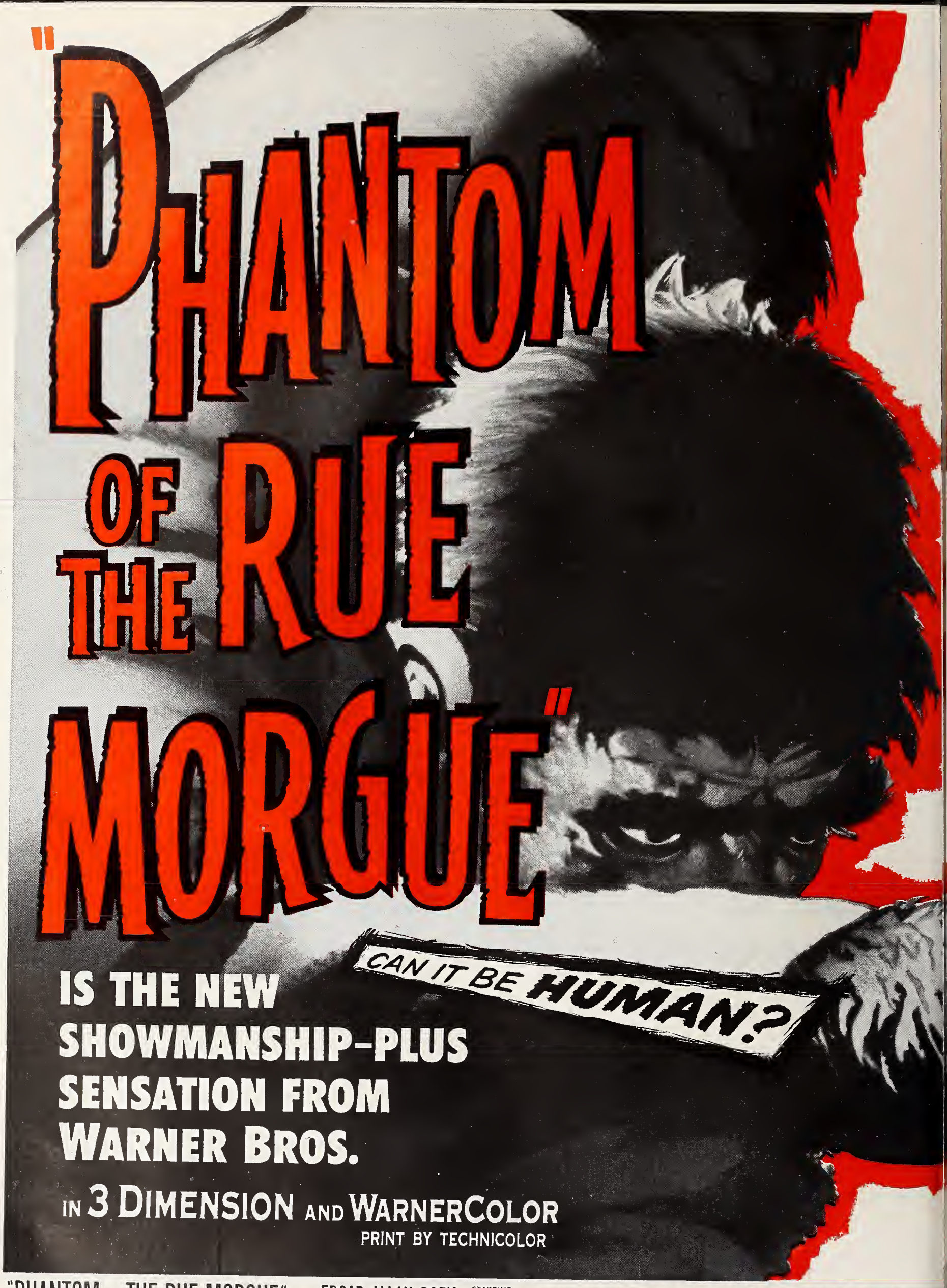
Among those who will receive citations are Universal Pictures and those of its personnel who worked on "The Bond Between Us"; Dore Schary and Pete Smith, producers of "Cash Stashers"; Columbia Pictures; the Hollywood Coordinating Committee; the Musicians Mutual Protective Association; the Screen Directors Guild; the Screen Actors Guild and the Screen Writers Guild.

K.C. Drive-in Meet Is Well Attended

KANSAS CITY, March 10. — A very-heavily-attended drive-in conference, with 175 operators registered, held under the auspices of the Missouri-Kansas Theatre Association at the Continental Hotel today got down to details of running the outdoor theatres.

Among the speakers heard today were Richard Lightman and William Sawyer, of Malco Theatres, and M. A. Levy, Midwest manager of 20th Century-Fox, who spoke on the adaptation of CinemaScope to drive-in theatres.

Stanley Durwood, joint chairman of the convention, presided.



"PHANTOM OF THE RUE MORGUE" FROM EDGAR ALLAN POE'S "MURDERS IN THE RUE MORGUE" STARRING KARL MALDEN · CLAUDE DAUPHIN · PATRICIA MEDINA · STEVE FORR

FIRST FIGURES ARE IN AND THEY'RE

PHANTASTIC!

SMASH AFTER SMASH
IN BIG AND SMALL SITUATIONS
AND MORE BIG ONES COMING UP!

FLASH! HOLDOVER IN DETROIT!

FLASH! HOLDOVER IN DAYTON!

FLASH! HOLDOVER IN LOUISVILLE!



FLASH!
PHILLY PHENOMENAL!

FIRST THREE DAYS
BUSINESS TREMENDOUS!
WATCH THE GROSS GROW!

SCREEN PLAY BY HAROLD MEDFORD and JAMES R. WEBB • PRODUCED BY HENRY BLANKE • DIRECTED BY ROY DEL RUTH

Earnings of Studio Workers Up in Jan.

HOLLYWOOD, March 10.—Studio union members averaged $116.84 weekly earnings in January, which compares with $109.35 in January a year ago. Work week averaged 40.7 hours this year, 40.1 last.

'Siege' Openings Set In 6 Midwest Areas

A saturation campaign for Panoramic Productions' "The Siege at Red River" has been planned by 20th Century-Fox in that company's exchange areas of Des Moines, Omaha, Oklahoma City, Dallas, Memphis and New Orleans. Leonard Goldstein, producer, and Debra Paget and Jeffrey Hunter, stars of the film, will participate in opening ceremonies in Omaha on March 22, and will proceed on successive days to each of the other cities, ending at New Orleans on March 27. The picture will open in each city on the day of their arrival.

The openings will be accompanied by intensive promotional campaigns.

19 Pictures in Work At Coast Studios

HOLLYWOOD, March 10.—Nineteen pictures were in the shooting stage at the weekend, following the start of five new undertakings and completion of three others. Two 20th-Fox productions in CinemaScope and Technicolor were standouts among the starters.

Beginning: "The Egyptian" and "Broken Lance," 20th-Fox; "Pirates of Tripoli," Columbia; "The Desperado," Allied Artists and "The Snow Creatures," W. Lee Wilder, independent.

Ending: "Two Guns and a Badge," A-A; "This Island Earth," U-I and "The Talisman," Warners.

Mayer-Kingsley Gets New French Import

Arthur Mayer-Edward Kingsley, Inc., has acquired U.S. distribution rights to "Le Plaisir," a new French film directed by Max Ophuls. Based on three short stories by Guy de Maupassant, the film stars Danielle Darrieux, Jean Gabin, Claude Dauphin and Simone Simon.

"Le Plaisir" will open next month in Los Angeles after which it will come to New York. The film has just completed a run at Studio One Theatre in London.

New Post for Wilson

TORONTO, March 10. — Keith Wilson, former manager of the Odeon Theatre in Brampton, has been appointed Odeon Theatres' district supervisor in Central Ontario. Ed Pryma was moved up to Wilson's former post from the Brampton Roxy which is now being managed by Charles Mason.

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Reviews

"The Golden Mask"

(*Mayflower-United Artists*)

HIGHLY interesting scenes of North Africa in color by Technicolor are a plus factor in this Van Heflin, Wanda Hendrix and Eric Portman story about treasures sought from ancient Roman burial grounds. The film starts slowly but builds to a good pace, rating as average adventure fare with good exploitation possibilities.

Portman, along with Heflin, Miss Hendrix and Jacques Francois, seek the long-lost grave of a Roman general which is reputed to contain a golden mask which was regarded as a bad luck symbol by Caesar's soldiers. Evidence that is discovered in the ruins of Carthage lead them into the desert where they run into rogues, bandits and skullduggery. A former associate of Portman, known for his addiction to grave robbing, kidnaps Heflin so that he may get to the golden mask ahead of Portman.

Heflin leads this rival, played by Jacques Brunius, to the camp of a desert bandit where they are beaten and tortured. The Arab Legion arrives in time to rescue Heflin, but Brunius escapes. Miss Hendrix tells Heflin of her love for him and the party goes on to find the Roman tomb. Portman is elated, for the discovery of the tomb and mask is his life's ambition. But Brunius, seriously wounded, stumbles into the tomb. He reaches for the mask but becomes another of its victims. Exotic dancers and an Arabian-style cops-and-robbers chase are among the film's exploitable properties.

Also in the cast are Charles Goldner, Marne Maitland and Aubrey Mather. Produced by Aubrey Baring and Maxwell Setton, the film was directed by Jack Lee. The story and screenplay are by Robert Westerby.

Running time, 88 minutes. General classification. For release in March.

"Ma and Pa Kettle at Home"

(*Universal*)

ANOTHER in the series of Ma and Pa Kettle pictures with Marjorie Main and Percy Kilbride is heading your way with box office prospects as strong as those its predecessors boasted. "Ma and Pa Kettle at Home" is an amusing story of how parents try to help their son with a college scholarship. Kilbride's poker face humor draws laughs aplenty along with Miss Main's robust performances. You can pretty well gauge its prospects by what the Kettles have done for you before. It rates with the best of them.

Ma and Pa's eldest son, Brett Halsey, is in competition with girl friend Alice Kelley for a college scholarship. His essay for a national magazine about the Kettle farm is slightly far-fetched. Ma and Pa learn that the essay judges, Alan Mowbray and Ross Elliott, will spend a week at the farm to select the winner. All the Kettles pitch in to spruce up the old homestead so that some similarity to the farm described in the essay could be attained.

After much scrounging for farm animals and machines, painting and rebuilding, the farm is ready for the judges. But, during the inspection by Mowbray, rain falls and washes away the fine exterior of the farm revealing the drab original. Halsey's chances for the scholarship seem to fade away, but Ma and Pa come through in some hilarious situations to help both Halsey and Miss Kelley go to college.

Others in the cast include Oliver Blake, Stan Ross, Emory Parnell, Richard Eyer and Irving Bacon. Richard Wilson produced and the film was directed by Charles Lamont. The story and screenplay are by Kay Lenard.

Running time, 81 minutes. General audience classification. Release, in April.

"Stormy, the Thoroughbred"

(*Walt Disney Prod.—Buena Vista*)

THIS Walt Disney featurette is a live-action Technicolor film about a thoroughbred horse which, while adhering to a story line, still manages to cover within its 45-minute scope such diverse and interesting aspects of equine life as race-horse training, ranch work and polo matches. The film is designed to augment a full-length Disney production to form a complete program. While it falls short of some of Disney's best, it should prove an excellent attraction as part of an all-Disney or other program designed for the family or juvenile trade.

The plot can be described as an equine Horatio Alger story. Stormy, the colt, is the star and the camera follows him through the processes of rearing and racing training. Because he doesn't grow quite tall enough, Stormy is not sent on to the race track but is banished to less distinctive, though not less interesting, work on a ranch. From there, however, he becomes a polo pony and in a match which constitutes the last scene, he proves that being built close to the earth doesn't keep a good thoroughbred down.

The film was produced and directed by Larry Lansburgh from a screenplay by Bill Walsh. Jack Holt and Carolyn Coggins are responsible for the original story.

Running time, 45 minutes. General classification.

Yeo Sells Theatres

MILWAUKEE, March 10. — Ben Poblocki & Sons, theatre supply manufacturers, has bought the Plaza Theatre at Burlington and the new drive-in at Brown's Lake from Jack Yeo, who is retiring after many years in the business. Poblocki has started extensive remodeling at the Plaza.

Vaughan Joins Brisson

Frederick Brisson, president of Independent Artists Pictures, has named Al Vaughan as company publicity and advertising director. Vaughan was head of publicity and advertising for Samuel Goldwyn for several years, recently serving in the same capacity for Sol Lesser Productions.

$16,000,000 Raised By Studio Charities

HOLLYWOOD, March 10.—Permanent Charities Committee has raised more than $16,000,000 during the past 12 years, newly elected president Regis Toomey disclosed at the annual installation of officers last night. The amount includes $1,181,566 raised to date in the present campaign which has set a goal of $1,225,000.

Shifts in MGM Field Promotion Staffs

Several changes in the M-G-M field promotion staff have been made by Emery Austin, exploitation manager. Charles Fellerman, of the home office publicity staff, has been named to succeed Elliot Foreman at the New York-New Jersey branch. Foreman retired on March 1 after many years with the company.

John L. John has been transferred from Indianapolis to Pittsburgh and Joseph Doyle has been moved from Chicago to succeed John in Indianapolis. V. Sladek is the replacement for Doyle in Chicago.

Jack Weiner, currently handling the New Orleans-Memphis territory, will shortly take over the Florida territory with headquarters in Jacksonville. Art Katzen, now handling the Omaha territory, will assume Weiner's New Orleans-Memphis area. Replacing Katzen in Omaha will be Robert Stone.

Tax Collections Off In Last '53 Quarter

WASHINGTON, March 10.—General admissions tax collections in the quarter ended Dec. 31, 1953, totaled $87,626,263, the Internal Revenue Service reported.

Most of this reflected taxes actually paid at the box-office during July, August and September last year. Total collections for the comparable months of 1952 were $91,539,221. There is some question as to just how comparable the figures are, due to a change in reporting requirements last July from a monthly to a quarterly basis.

Collections for the quarter ended Sept. 30, 1953, were put at $47,967,338 by the service. The low figure was due to the switch to the new quarterly reporting basis.

Whincup Is Elected President of CEA

LONDON, March 10.—Claude H. Whincup was elected president of the Cinematograph Exhibitors Association at the annual meeting of the CEA here. Robert H. Godfrey was elected vice-president.

Whincup, who had been vice-president of the CEA, controls 14 theatres in Yorkshire. Godfrey is joint managing director of Cheshire County Cinemas, which operates 11 houses.

'Robe' Big in Mexico

MEXICO CITY, March 10.—A record gross here at $147,424 was scored by "The Robe" in its recent 10-week run at the Cine Mexico. The film also broke attendance records with an estimated 320,488 people paying the equivalent of 46 cents each to witness of introduction.

Boasberg

(Continued from page 1)

C. T. Jordan, Jr., (Warner Brothers), Atlanta; E. Myer Feltman (Universal), Boston; Nat Marcus (Warner Brothers), Buffalo; R. D. Williamson (Columbia), Charlotte; J. H. Stevens (Paramount), Chicago; F. Schreiber (Universal), Cincinnati; I. J. Schmertz (20th Century-Fox), Cleveland; W. C. Hames (United Artists), Dallas; Mayer H. Monsky (Universal), Denver; Byron Shapiro (Columbia), Des Moines; Mike Simon (Paramount), Detroit; Bernard Brager (Republic), Indianapolis.

Also, Fred G. Hull (Loew's), Jacksonville; J. W. Lewis (RKO Radio), Kansas City; M. Sudmin (20th Century-Fox), Los Angeles; R. V. Ragin (RKO Radio), Memphis; Harry Olshan (Columbia), Milwaukee; S. Malisow (20th Century-Fox), Minneapolis; Sidney Cooper (United Artists), New Haven; C. R. Ost (Universal), New Orleans; Abe Dickstein (20th Century-Fox), New York; C. H. Weaver (Paramount), Oklahoma City; Vincent F. Flynn (Loew's), Omaha; Charles Beilan (Warner Brothers), Philadelphia; Ralph Pielow (Loew's), Pittsburgh; R. H. Lange (RKO Radio), Portland; Thomas E. Bailey (Loew's), St. Louis; F. H. Smith (Paramount), Salt Lake City; George Mitchell (Republic), San Francisco; Vete Stewart (Warner Brothers), Seattle; and J. B. Brecheen (RKO Radio), Washington.

2 Motions to Dismiss RKO Suit Rejected

WILMINGTON, Del., March 10.—Two motions for the dismissal of the stockholder suit which seeks an injunction to prevent the sale of RKO Pictures Corp. assets to Howard Hughes were presented today to Chancellor Collins J. Seitz, presiding, and were rejected by the jurist.

The motions were made by Richard F. Corroon, attorney for RKO, and Robert C. Barab, representing Milton Friedman, of New York, an intervenor in the suit. Both attorneys are from this city.

The trial reconvened this morning with Harry J. Halperin, attorney for the plaintiffs, Louis Schiff and Jacob Sack, presenting RKO records which purported to show that the corporations assets are worth considerably more than the Hughes offer.

Chancellor Seitz ruled that a 1949 letter of RKO Pictures Corp. sought as part of subpoenaed records in a court of chancery trial should remain confidential. He held that RKO attorneys had successfully shown that the letter, on the subject of anti-trust litigation meets Delaware law tests on the privilege of being confidential.

Corporation Formed By the Tushinskys

HOLLYWOOD, March 10.— Joseph S. and Irving P. Tushinsky, coinventors of SuperScope, have organized a corporation under title StudioScope, Inc., capitalized for 20,000 shares, no par value, for the declared purpose of developing manufacturing and distributing devices for use in connection with photography.

Tushinsky and Fred Schroeder, Jr., are the corporation's directors.

Rackmil Sees Economies

(Continued from page 1)

merger, "if a merger were contemplated," in addition to setting the exchange rate of the stock.

A favorable profit outlook for Universal for 1954 was emphasized by Rackmil, who said first quarter business has been substantially better than the same quarter last year and indications are that the Universal gross of $70,000,000 for 1935 will be topped in 1954. Following the stockholders meeting, the newly reelected board of directors met, and decided on a quarterly dividend policy for the company, rather than the semi-annual policy heretofore. In addition, the board declared a quarterly dividend of 25 cents per share on the common stock.

Rackmil, informing stockholders of the company's policies regarding the new techniques, said Universal is investigating every method. Pictures made in the conventional form, he went on, will be with the industry for a long time. The CinemaScope films made by the company, he explained, also has been photographed in conventional form at an additional cost of from $200,000 to $300,000. He pointed out that Universal has always been a "mass company" and will continue to be so, adding that of Universal's 28,000 world-wide accounts only a comparative few are currently equipped for CinemaScope. Universal, he added, will not shut itself out of any market.

Questioned by Stockholder

In response to a direct question from an exhibitor stockholder who identified himself as Emil Korr, Rackmil said "we'll let you know when we release the picture" if Universal's CinemaScope pictures will be released in single-track sound.

Regarding the capital structure of the company, Rackmil said that the company has been picking up its debentures as it is able, and, since January of 1953, has purchased 123,707 stock warrants, leaving 93,902 warrants still on the market. The purchase of common stock by the company, Rackmil stated, will be continued with the purpose of maintaining the common stock outstanding at its present level.

In response to a question, Rackmil said that Universal has no plans to either produce for TV or sell its old films to home television. The Universal president emphasized that exhibitors were the company's customers and they are opposed to such a move.

In addition to Rackmil, the following were reelected to the board: N. J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, R. W. Lea, John J. O'Connor, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Vallance. The vote of 939,295 shares represented 90 per cent of the shares outstanding.

The board, at its meeting, reelected the following officers: Blumberg, chairman of the board; Rackmil, president; Daff, executive vice-president; Adolph Schimel, vice-president, general counsel and secretary; Eugene F. Walsh, vice-president, treasurer and assistant secretary; Charles J. Feldman, David A. Lipton, Edward Muhl, John J. O'Connor, vice-presidents; R. M. Miles, controller and assistant treasurer.

The common stock dividend voted yesterday is payable on March 30 to stockholders of record on March 22.

N.Y. Assembly Group Reports Censor Bill

ALBANY, March 10.—The Assembly Judiciary Committee today unanimously reported the Fitzpatrick bill proposing a general approach to the definition of "immoral" in the state film licensing law and killed a companion measure containing a more specific definition of the term. The short form act was reported in amended form, to conform with modifications which Sen. Earl W. Brydges made Monday in his bill.

The Assembly is expected to act early next week on the proposal, which is favored by the administration and supported by the state education department.

Assemblyman James A. Fitzpatrick predicted this afternoon that it will be passed. Senator Brydges' education committee probably will report favorably the short form bill, in that house, Tuesday.

Opposition by the Motion Picture Association and other organizations proved unavailing, so far as the Assembly Judiciary Committee was concerned. Nevertheless, the MPA will continue to fight what it calls the "broadening of censorship scope" legislation.

Hays Rites

(Continued from page 1)

condolence to the family from former President Herbert Hoover, elder statesman Bernard Baruch, movie executive Louis B. Mayer, and former Ambassador Joseph P. Kennedy.

Filling the church, of which Mr. Hays was an elder, to overflowing were friends from all walks of life, who heard Rev. Weisbecker relate the life of a man who had "lived and loved by the 23rd Psalm, the song of beautiful memory and wondrous hope."

Active pallbearers were nephews John T. Hays and Charles E. Hays, both of Sullivan, and John Herron of Chicago. Others were Austin Herron, Tyron, Ohio, a brother of Mrs. Hays, John G. Taylor, a partner in the Hays law firm, and John D. Gettinger, a Sullivan farm partner of Hays.

Italian Film Gross

(Continued from page 1)

of this year totalled 1,481,000,000 lire ($2,468,335), of which 63.79 per cent represents admissions to American films; 28.9 per cent, Italian; 4.91 per cent French, and 1.91 per cent English films.

Sells Floyd Interests

ATLANTA, March 10.—L. A. Stein, president of Stein Amusement Co. of Florida, has sold his interests in the Carl Floyd Theatres. Bookings for these houses will be handled by Seymour Hoffenberg of Jacksonville.



MEN AT WORK





Altec service men . . . 200 skilled, sound-wise field engineers . . . Altec-trained technicians equipped with Altec-designed precision tools and instruments . . . at work in theatres from coast to coast . . . installing stereophonic systems . . . servicing . . . repairing . . . replacing . . . counseling exhibitors . . . solving difficult problems . . . assuring perfect performance day in and day out . . . for 6,000 Altec-serviced theatres!

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161 Sixth Avenue, New York 13, N.Y.

The Hollywood Reporter

TRADE VIEWS by W. R. WILKERSON

• A FELLOW just back from London informs us: "This winter in England has murdered business at the ticket windows. However, as cold as it has been, it didn't disturb the CinemaScope shows, the two in release, 'The Robe' and 'How to Marry a Millionaire,' doing capacity everywhere."

So—the boxoffice pattern of the C-Scope pictures seems to be the same everywhere with neither language nor other conditions putting up any resistance to the shows in this medium repeating their astonishing U. S. business, providing the most necessary stimulant to the previously lagging boxoffice.

Some industry leaders in each branch of our business have, stubbornly, refused to bow to CinemaScope, finding this or that wrong with the medium and believing they can correct the faults through mediums of their own concoction. They might be right and they probably can, BUT none of them can deny the business it has brought to the boxoffices throughout the world; none of them can deny that CinemaScope has brought a stimulation to the business, aroused audience curiosity, caused people to again start talking and thinking about motion pictures and rushed them to the nearest ticket window playing a C-Scope picture. Had it not been for CinemaScope being launched when it was, our whole business structure would have been on the borderline approaching destruction.

In recognizing achievements for the past year's progress and accomplishments, our Academy of Motion Picture Arts and Sciences has generally bestowed awards on the successful creations. What, might we ask, has been more successful, what has provided more progress and greater accomplishment than CinemaScope? And why shouldn't the Academy this year bestow its highest award, even though it would have to be created, to the greatest single step for industry progress—worldwide? Here is an achievement that's never been equalled since the introduction of sound to our pictures—and it deserves every commendation that can be tossed its way.

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IS DELIVERING RECORD GROSSES TODAY!
Ask the thousands who are equipped complete with Stereophonic Sound!



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 48 NEW YORK, U. S. A., FRIDAY, MARCH 12, 1954 TEN CENTS

Reports Policy

Says WB OK's SuperScope For Its Films

Brandt Meets with 20th Officials on New Lens

Authorization to project Warner Brothers CinemaScope pictures through the Tushinsky SuperScope lens in theatres has been received from WB, according to Harry Brandt, ITOA president and head of the circuit bearing his name.

Brandt, who returned from a recent trip to the Coast, said he received the approval of Jack Warner, vice-president in charge of production. A similar pledge was reported to have been received from WB by Wilbur Snaper, former Allied president on his Coast visit.

An initial meeting to sound out 20th Century-Fox policy on the use of the SuperScope lens with 20th-Fox CinemaScope productions was held here yesterday by Brandt. The ITOA president, who said he found the variable anamorphic lens very impressive as a

(*Continued on page* 5)

Ohio Censorship Still Is Legal, Board Told

COLUMBUS, March 11.—The recent decision of the U. S. Supreme Court in the "M" case did not have the effect of rendering the Ohio censorship law unconstitutional, it was pointed out here today by this state's Attorney General William O'Neill, who declared that Ohio may still maintain a limited licensing system for films.

The high court's edict, said O'Neill, permits the banning of a picture if it "incites to an actual breach of the peace," but forbids a ban on a film

(*Continued on page* 6)

ITOA Attacks N. Y. State Censor Bill

Vigorous opposition to the proposed state censorship bills in the New York legislature was expressed here yesterday by the Independent Theatre Owners Association.

The ITOA at a meeting in the Hotel Astor passed a resolution urging "all other communications media to join in this fight which strikes at freedom of expression and a free press."

The Fitzpatrick bill proposing a

(*Continued on page* 5)

Drive-ins End K. C. Sessions

By BEN BROWN

KANSAS CITY, March 11.—Drive-in operators were warned against all-night shows, on the grounds that such a policy incites restrictions, at the outdoor theatre operators conference sponsored by the Kansas-Missouri Theatres Association, which closed here today.

Between 65 and 75 per cent of the cars carry children, it was pointed out, and therefore every program, including midnight shows, if given, should consist of pictures that are not considered objectionable to any segment of the public.

Jack Braunagle, manager of drive-in operations for the Commonwealth circuit, urged the delegates to write their newspaper and other publicity in language such as they would use in speaking casually to patrons.

The subject of concessions was the

(*Continued on page* 5)

De Rochemont Back With Cinerama Film

Louis de Rochemont arrived here from Europe yesterday to screen all the footage so far shot and assembled for "Cinerama Holiday" and to consult with Stanley Warner Corp. executives. The picture, which is being made in the United States and abroad, is expected to be completed in six weeks.

See Allied Couching Arbitration Letter With New Proposals

Neither an outright yes or no is believed to be contained in Allied's response to the arbitration bid of Eric A. Johnston, president of the Motion Picture Association of America.

Allied's answer, received yesterday and scheduled to be released today by the MPAA, is reported to hold the door open for possible bargaining before Allied will agree to join any industry-wide attempt to set up an arbitration system. The letter, signed by Ben Marcus, Allied president, is believed to contain a number of counter-proposals, chief among which reportedly is one that distribution policy be

(*Continued on page* 5)

40,000 Expected For IRE Conclave Here

An array of 604 exhibits which cover every phase of activity in the radio-electronic field will be presented to some 40,000 engineers here March 22-25 at the 1954 IRE National Convention, E. K. Gannett of the Institute of Radio Engineers announced yesterday.

The four-day program will be held in the Kingsbridge Armory in the Bronx, N. Y., the Waldorf-Astoria Hotel and the Hotel Shelton.

Among the many timely subjects to be discussed will be color television, transistors, ultrasonics, medical electronics, computers, and the use of the automaton.

Samuel Goldwyn Replies In Code Revision Dispute

In Motion Picture Daily of March 5 an open letter was addressed to Samuel Goldwyn. Mr. Goldwyn was invited to state the details of a proposal "to modernize" the Production Code, which he first called for in a letter last December to Eric Johnston and has since repeated in various public statements and press interviews. Mr. Goldwyn's reply to the open letter is presented herewith.

—MARTIN QUIGLEY

Mr. MARTIN QUIGLEY:

Your well-earned position of respect in our industry and the temperate tone of your letter—in such marked contrast to Eric Johnston's evasive denial of my statement that he would call a meeting here of all interested producers to discuss the question of changes in the Code—impels me to answer your letter as frankly and clearly as possible.

Unfortunately, you have been misled by Mr. Johnston's distortion of my request for such a meeting into a demand for a "mass meeting"—the phrase which he used in attempting to avoid the assurance he gave me. I notice that you, yourself, have been so led into using those

(*Continued on page* 5)

To Chart Course

Senate Group Will Meet on 10% Tax Today

To Decide on How Fast To Move on Excise Bill

WASHINGTON, March 11.—Senate Finance Committee chairman Millikin (R., Col.) has called a meeting of his committee for tomorrow morning to decide how fast to move on the House-approved excise tax bill.

The bill cuts to 10 per cent the present 20 per cent Federal admission tax, and also reduces many other excise levies. The cuts would be effective April 1.

The Finance Committee meeting tomorrow will decide whether to have public hearings and how long the hearings should be, if any are held. It is also possible that Treasury Department witnesses will be heard.

Millikin was reported to favor holding very brief public hearings—possibly no more than two days—early next week. That would permit the bill to be reported out late next week and to be taken up on the Senate floor the following week.

Meanwhile, the tax committee of the Council of Motion Picture Organizations was bringing in exhibitors from all

(*Continued on page* 6)

3-Reelers From Para. To Relieve Shortage

In a move to relieve the product shortage in double feature territories and to supply an added subject for single-picture policies, Paramount is preparing to release a series of three-reel subjects, titled "Calling Scotland Yard." Paramount has scheduled 13 of the short features, with six to be released this year. Each subject will

(*Continued on page* 5)

Van Wagner Heard In RKO-Hughes Suit

WILMINGTON, Del., March 11.—The suit to obtain a permanent injunction against the sale of RKO Pictures Corp. assets to Howard Hughes, heard before Chancellor Collins Seitz, was concluded in its present phase this afternoon. Chancellor Seitz asked each side to submit briefs in reply to one another and said he expected that they

(*Continued on page* 6)

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, is due here from the Coast next Thursday.

•

MAX LEFKOWICH, of the Community Circuit, Cleveland, and MRS. LEFKOWICH have left there for Miami Beach after welcoming their grandson, MICHAEL BUTLER, born last week to their daughter, MRS. LOIS BUTLER.

•

TED SCHLANGER, Stanley Warner district manager in Philadelphia, again became a grandfather yesterday when a son was born to the wife of CLAUDE SCHLANGER, operator of the Key and County theatres in Doylestown.

•

MAURICE BAILEY, of the Bailey Theatres, New Haven, has been named a member of the board of finance of that city for his second two-year term.

•

DEBBIE ADVERSE, of Brooklyn, has announced her engagement to HERBERT L. GAINES, Warner Brothers salesman in the Buffalo territory.

•

WILLIAM DAUGHERTY, of the Webb Playhouse, Wethersfield, Conn., has returned to his Hartford home following a vacation in Miami.

•

JOSEPH ADORNO, attorney for M. & D. Theatres, Middletown, Conn., has been elected vice-president of the Middletown Bar Association.

•

MAX BIRNBAUM, manager of the Warner Brothers exchange in New Haven, has returned there from Miami.

•

JAMES LAVENA is the new head shipper at the Universal-International exchange in New Haven, Conn.

•

RAY HEINDORF, Warner Brothers music department head, has arrived in New York from Hollywood.

•

NORMAN E. GLUCK, vice-president of United World Films, left New York yesterday for Buenos Aires.

•

FREDRIC MARCH and FLORENCE ELDRIDGE will arrive here Sunday by train from the Coast.

•

P. T. DANA, Universal Pictures Eastern sales manager, is in Philadelphia from here.

Cinerama to Open In Mpls. April 19

Minneapolis will be the eleventh U. S. city to see Cinerama when "This Is Cinerama" opens at the Century Theatre there Monday, April 19.

New Peloquin Post

Reg Peloquin, formerly motion picture contact man for "Parade" magazine, has been appointed manager of "Parade's" New York office. Peloquin will continue to contact the motion picture companies.

RKO Bank Loan Will Expire March 29

RKO Pictures' $4,000,000 bank loan, which was extended at the end of the year for a second 90-day period, will be up for extension or negotiation on or before March 29, according to information on file with the Securities & Exchange Commission.

The loan now is in the form of unsecured promissory notes guaranteed by Howard Hughes, held by three Texas banks and bearing a 3¾ per cent annual interest rate.

Polaroid Marketing New 3-D Viewers

A new model of 3-D glasses, with all-plastic frames, contoured temples and increased viewing area, will be introduced this month by Polaroid Corp. to coincide with the national release of several new three-dimensional features.

Representing months of research, the new viewers will be sold at the same price as the standard cardboard models which they replace, and will be available either in yellow or blue frame, with Polaroid lenses calibrated to meet the most exacting optical standards, the company announced. Richard Kriebel, Polarizer sales manager for the Polaroid Corporation, announced that orders for the new viewers, to be processed through RCA theatre equipment dealers, would apply toward permanent possession of the special 3-D monitor and synchronization equipment which the Polaroid Corp. is making available without cost to theatres using Polaroid glasses.

20th-Fox Acquires 'The King and I'

HOLLYWOOD, March 11.—"The King and I," New York musical by the team of Richard Rodgers and Oscar Hammerstein, II, and now in the 154th week of its Broadway run, has been acquired by 20th Century-Fox to be filmed in CinemaScope, it was announced by Darryl F. Zanuck, vice-president in charge of production.

Zanuck stated that Rodgers, composer of the songs, and Hammerstein, who wrote the book and lyrics, will collaborate with Charles Brackett, who has been assigned to produce the screen version. The film production will be in Technicolor and Rodgers and Hammerstein will compose additional songs for it. Filming in CinemaScope will be launched in Hollywood this summer with a budget equaling the cost of "The Robe."

Flinn to Dallas, Chi., On 'Arrow,' 'Cell'

HOLLYWOOD, March 11.—John C. Flinn, director of publicity and advertising for Allied Artists, will leave here tomorrow for Dallas to confer on the world premiere of "Arrow in the Dust." He continues on to Chicago and Cincinnati for the key openings of "Riot in Cell Block 11."

N. Y. Circuit Men Map 'Pinocchio' Drive

Publicity department executives from all New York major theatre circuits will meet this afternoon in the office of Leo Samuels, Walt Disney sales supervisor, to discuss the forthcoming campaign on "Pinocchio" which is slated to open in about 100 theatres in greater New York on April 16.

Following the run of the picture in New England last month, Disney and RKO Radio have decided to launch the film with a campaign similar in extent and scope in the New York area.

Trade and Lay Press At Para.'s Pageant

Representatives of the trade and lay press, radio and television will join theatre owners, film buyers and bookers at the Paramount Pictures Pageant on March 29-April 2, A. W. Schwalberg, president of Paramount Film Distributing Corp. announced yesterday. The pageant will feature three Paramount films and discussions of the company's program.

The three films scheduled for all-day showings in 32 cities are "Elephant Walk," in Technicolor, "About Mrs. Leslie," and "Knock on Wood," in Technicolor. Theatres to hold the pageant are being lined up.

Art Arthur on Leave To Join Ivan Tors

HOLLYWOOD, March 11.—Art Arthur has been granted a leave of absence from his post as executive secretary of the Motion Picture Industry Council to become an executive associate of Ivan Tors Films, Inc., and to co-produce "Helicopter Pilot" for United Artists release, it was announced here today by Ivan Tors, head of the independent film production company.

The former screenwriter will wind up his MPIC duties on March 31 and will join the Tors organization in early April. "Pilot," which is being written by Marvin Wald, is slated to go into production on May 3.

Time Off for Cinerama

PITTSBURGH, March 11.—High school students here are to be allowed early dismissal from classes to attend "This Is Cinerama" at a special student rate of $1.00 per ticket, following a ruling by the Pittsburgh Board of Education which holds Cinerama to have educational as well as entertainment possibilities.

Marshall Wins Suit

Judgment for $60,195 against Alsa Films in favor of Herbert Marshall, actor, was entered in the New York County Clerk's office this week. Marshall had sued the company for breach of the employment contract he signed in September, 1949, in conjunction with the film "Captain Blackjack." Miss Agnes Moorehead has lodged a similar suit against the company.

Cobian Grieved By Attack on Solons

Rafael Ramos Cobian, president of Cobian Theatres of Puerto Rico and Cobian's Metropolitan Circuit, has expressed shock and grief in cables sent to major company executives here over the recent shooting of members of the House of Representatives in Washington by Puerto Rican extremists.

Text of the cable, sent to Barney Balaban, Paramount; Spyros Skouras, 20th Century-Fox; Jack L. Warner, Warners; Arthur Loew, Loew's; James R. Grainger, RKO Pictures, and Harry Cohn, Columbia, follows:

"I am shocked and deeply grieved over the fanatic action of what we know to be only a minuscule portion of the population of this loyal island.

"I know that our people are overwhelmingly distressed by this mad action and are repelled by it.

"I convey to you as a leader in the motion picture industry to use every channel possible to show the U. S. Congress our deep concern for the well-being of those who have been injured and pray for understanding of the depth of our loyal feeling and deep regard for our fellow citizens of the U. S. A.

"With utmost humiliation,"

(Signed)

Rafael Ramos Cobian

'U' Group West

Charles Simonelli, Universal Pictures' Eastern advertising and publicity department manager, accompanied by Philip Gerard, Eastern publicity manager and Jeff Livingston, Eastern advertising manager, have left New York for Chicago enroute to the Coast for two weeks of conferences with David A. Lipton and studio advertising and publicity executives.

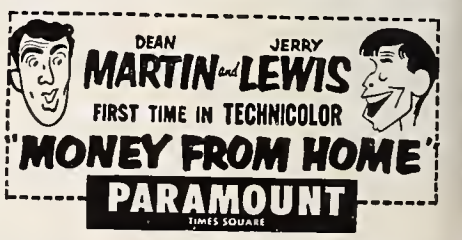
Leases Drive-In

MILWAUKEE, March 11.—Vic-Manhardt Co., Inc., RCA theatre supply dealer here, has leased the Highway 14 Drive-in Theatre at Richland Center from Mrs. David Resnick.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"RHAPSODY"
starring ELIZABETH TAYLOR
VITTORIO GASSMAN JOHN ERICSON LOUIS CALHERN
Color by Technicolor - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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IN LOS ANGELES and DENVER THE CRITICS say.....

Excerpts From Review in
LOS ANGELES EXAMINER:

"'The French Line' is packed with entertainment values . . . It is beautifully photographed in Technicolor . . . Boasts several production numbers elegantly staged and costumed, and features bright new tunes . . .

"A pleasant and amusing story . . . Dozens of beautiful girls wearing fabulous fashions against fabulous backgrounds, and a frothy plot about a Texas millionairess who cannot land a husband."

—KAY PROCTOR

Excerpts From Review in
DENVER POST:

"A patron at the Broadway Theatre will find little to shock him until the last ten minutes of the movie when Miss Russell tosses herself—I do mean 'tosses'—into her famous dance.

"He will find nothing else to criticize since, basically, the picture is a pleasant, happy-go-Texas Technicolored musical about a poor little rich oil heiress from the 'Big' state. It has some refreshing music, a lot of pretty girls, a few happy comedy scenes, and an air of sophistication and an expensive look.

" . . . Miss Russell . . . knows how to sing, and this I grudgingly concede, how to dance . . . She is prettier than we ever remember having seen her."

—CRITIC-AT-LARGE

Excerpts From Review in
ROCKY MOUNTAIN NEWS:

"Well, I've seen what all the shouting's about. Jane Russell's dance is all they claim for it . . . Jane wears very little in the famous dance and tosses her charms about extravagantly. 'Most everyone who has seen it has enjoyed it.

"The picture as a whole is light, breezy and entertaining . . . Some wonderful character actors go along with Jane to make the comedy rich and bouncy . . . Gilbert Roland is a happy-go-lucky French actor known as the Mad Frenchman. Beautiful women swoon for him . . .

"Arthur Hunnicutt is Jane's rough-cut Texas guardian known as Waco. Jane prefers to call him Old Saddlesores.

"Mary McCarty, a Broadway and nightclub star, plays the swish proprietor of a high-class dress salon. She is teamed with Jane for the singing and dancing, and adds some real zing."

—FRANCES MELROSE

HOWARD HUGHES
presents

JANE RUSSELL
in 3D
THE FRENCH LINE

co-starring
GILBERT ROLAND · ARTHUR HUNNICUTT · MARY McCARTY

Color by TECHNICOLOR

An EDMUND GRAINGER Production

Directed by LLOYD BACON · Screenplay by MARY LOOS & RICHARD SALE

Produced by EDMUND GRAINGER

OO-LA-LA THOSE GROSSES!



RKO RADIO PICTURES

'Black Lagoon' Set For 100 Theatres In New England

More than 100 theatres in the Boston and New Haven exchange territories will participate in the saturation territorial launching of Universal's-International's new 3-D film, "Creature From the Black Lagoon." The picture will open at the Paramount and Fenway Theatres in Boston on March 16 while 85 theatres out of the Boston exchange and 15 out of New Haven have been set to share in the saturation opening.

This will be first of 17 territorial saturation openings scheduled around the country for March and April. The The picture had its initial playoff in Detroit last month.

One Called 'C,' 4 'B' In New Legion List

The Italian film "La Lupa" has been placed in Class C by the National Legion of Decency in that organization's latest listing. The Legion at the same time designated four pictures as Class B and 11 as Class A. The productions classified as 'B' are "Beat the Devil," "The Saint's Girl Friday," "Tennessee Champ" and "Top Banana."

Six films have been placed in Class A, Section 2. They are "Drive a Crooked Road," "The Golden Mask," "Highway Dragnet," "The Holly and the Ivy," "Indiscretion of an American Wife" and "Yankee Pasha."

In Class A, Section 1 are five pictures: "Dangerous Mission," "The Final Test," "Knock on Wood," "Ma and Pa Kettle at Home" and "Melody of Love."

Aldrich Forms New Independent Unit

HOLLYWOOD, Mar. 11.—Robert Aldrich, writer-director currently in Mexico City directing Harold Hecht's "Vera Cruz," has formed The Associates and Aldrich Company as an independent production unit. Aldrich will complete "Vera Cruz" in May and will return to Hollywood immediately thereafter to set his program. "Associates" are production manager Jack Berne, attorney Herbert Baerwitz, agent Ingo Preminger, publicist William Blowitz and Aldrich.

Burt Lancaster and Gary Cooper star in "Vera Cruz." Aldrich directed Hecht-Lancaster's "Bronco Apache."

Beattie Film Buyer For Wm. Goldman

PHILADELPHIA, March 11.—Schuyler Beattie has been named film booker and buyer of the William Goldman Theatres here.

For the last five years, Beattie has been with M-G-M's sales department in Chicago, previously having been with Paramount and David O. Selznick Productions in Albany.

Rogers at Salt Lake

Will Rogers, Jr. arrived at Salt Lake City this week, where, in conjunction with the premiere of his latest Warner Bros. film, "The Boy From Oklahoma," he will spend two days making personal appearances at high school assemblies, a veteran's hospital and at the Utah Theatre which is showing his picture.

Reviews

"Night People"

(20th Century-Fox)
[*CinemaScope*]

AN expertly plotted picture packed with intrigue, suspense and dramatic intensity, "Night People," in CinemaScope, offers Gregory Peck, Rita Gam, Broderick Crawford, and Anita Bjork for top billing. In color by Technicolor, the story is set in occupied Berlin. In it, Nunnally Johnson, its author, who also produced and directed, recounts a few of the difficulties which American Military Government officials have with their Russian counterparts.

Peck, as a U. S. Army officer in Berlin, is directing a search for Crawford's son, a non-commissioned officer who has disappeared and is believed to be held by the Russians in East Berlin. Crawford, a powerful American industrialist, goes to Berlin to use his influence to bring every possible effort to bear to effect his son's release at the earliest possible moment. In so doing he crosses Peck and incurs his dislike.

Using Anita Bjork as a German go-between, Peck confirms that Crawford's son is held by the Reds and will be exchanged for two former Nazis in West Berlin, an elderly pianist and her blind husband. The latter attempt suicide but the exchange deal is agreed upon, regardless. A Russian ambulance is to bring Crawford's son to the Army Hospital and return with the two ex-Nazis. Peck, meanwhile, has discovered that Miss Bjork is an enemy agent and after the delivery of Crawford's son, he denounces her and sends her unconscious in the East German ambulance back to the Reds in place of the elderly couple.

Lending strong support to the gripping and varied story are such fine players as Rita Gam, as Peck's secretary and in love with him; Walter Abel, Buddy Ebsen, Casey Adams, Jill Esmond and others. Johnson's screen play was based on a story by Jed Harris and Thomas Reed.

Running time, 93 minutes. General classification. Release, in March.

"Fangs of the Wild"

(Lippert)

ROBERT L. LIPPERT, in producing this film, has strayed from well-worn paths of cinematic melodrama in two important respects. Although it is the gory slaying by a betrayed husband of his wife's lover that provides the basic substance of this film, it is counter-pointed by a warm and human boy-and-his-dog duo which manages to keep the more bloody events into the background, though they are always felt. Charles Chaplin, Jr., plays his initial role as a ruthless murderer. These two factors, plus the panoramic and well photographed scenery of Big Bear, Calif., are enough to hoist this film above the usual melodrama and might well elevate average business to above-average.

The Orville Hampton screenplay, based on a story idea by the director, William Claxton, opens with Freddy Ridgeway, small son of Onslow Stevens, mountain lodge landlord, witnessing the murder by Chaplin of his supposedly best friend. The boy tells his father what he has seen, but the latter believes the lad is exercising his imagination, and refuses to investigate. However, the killer's wife, nicely portrayed by Margia Dean, accepts the boy's story and taunts her husband into admission of his guilt. The killer then sets out to shoot down the boy, and this leads to a mountain chase ending in the killer's death.

Freddy Ridgeway, Phil Tead, Robert Stevenson and Buck (dog) make up the supporting cast.

Running time, 74 minutes. General audience classification. For March release.

"The Scarlet Spear"

(Present-Day Prod.—United Artists)

AFRICA has provided the locale of many films of late but few of them have been so much a part of their setting as this Charles Reynolds Production. Co-writers and directors George Breakston and Ray Stahl have produced a picture in which the background often dominates, obscuring the faint story line but providing exhibitors with an array of exploitation possibilities. The picture is in color by Technicolor.

As the district commissoner at an African outpost, John Bentley is faced with the problem of preventing a newly-elected tribal chief, Morasi, played by himself, from committing a tribal ritual murder, for, in order to win his spurs as a chieftain, he must execute feats of valor against animals and must destroy a rival chieftain. Bentley trails Morasi to prevent the foreordained murder, his job complicated by the fact that he is accompanied into the wilds by Martha Hyer, as an unwelcome journalist who insists upon going along to get the story.

Morasi is depicted besting a python, killing a man-eating lion and undergoing other adventures in the wilds. Bentley and Miss Hyer, on his trail, have their share of dangers, twice saving Morasi, once from a rhino and another time from a bush fire. At one point Miss Hyer's rest is intruded upon by a cobra, and Bentley is bitten by a scorpion at another juncture.

Bentley attempts to talk Morasi out of executing the murderous last rite of his initiation, and is unsuccessful until the two are forced to fight a hostile native tribe together. Thereafter, Morasi mortally wounded, agrees to end the ritual murder tradition. Meanwhile, romance has developed between Bentley and Miss Hyer.

The excellent camera work has brought forth many new and interesting scenes of the Dark Continent but the fragile story line and its dependence upon native customs and the African countryside with its animal and reptilian inhabitants gives it the aura of a documentary in many respects. It should be a rewarding attraction where travel and adventure films are popular and where programming indicates a well photographed and different film.

Running time, 78 minutes. General classification. For March release.

Allied Artists Files New Stock Issue With the SEC

WASHINGTON, March 11.—Allied Artists filed a registration statement with the Securities and Exchange Commission covering the registration of 150,000 shares of 5½ per cent cumulative preferred convertible stock.

The company said the stock would be offered for sale at $10 per share, and that the net proceeds of $1,275,000 would be used to pay the $142,500 balance of a mortgage due on April 16, to reduce outstanding bank loans and for general production, distribution and exploitation activities. As of March 1, it declared, $1,138,000 of unsecured notes were cutstanding under the company's revolving bank credit agreement.

Start Promotion on 'Not As A Stranger'

United Artists' promotion program for "Not As A Stranger," which Stanley Kramer will film for UA release, has rolled into high gear with the departure of UA's Dick Weaver, publicist, for Boston on an 11-city tour to back both the novel and the forth-coming screen adaptation.

In this joint promotion campaign, Weaver will cover Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Detroit, Minneapolis, Chicago, St. Louis and Cincinnati.

The publicity tour was arranged in cooperation with Charles Scribner and Son, publishers of the novel.

N. J. Drive-in Gets First Twi-Night

The first installation of the Twi-Nite screen, designed and owned by the Open-Air Development Co. of Boston, owned by Philip Smith, president of Smith Management Co., will be put up at Smith's S-3 Drive-in, Rutherford, N. J.

The installation will be completed by the first week in April. The screen measures 48 feet in height and 104 feet in width and is installed on a curved screen tower.

Conn. Drive-in To Lockwood & Gordon

HARTFORD, Mar. 11.—The Lockwood & Gordon circuit moves into metropolitan Hartford this weekend, through acquisition of a lease on the Kupchunos Brothers-owned East Windsor, Conn., Drive-In.

William F. Dougherty, manager of the L & G suburban Webb Playhouse, has been moved into the managership of the drive-in, which will relight Friday night under the L & G banner.

WINS Drops Film News; Starr Leaving

With the elimination of motion picture coverage by radio station WINS here, Martin Starr, who has conducted the "Movie Starr-Dust" program on the station for the last six-and-a-half years, will do his final broadcast on March 19.

Starr has been covering industry news on local radio outlets for the last 20 years.

Drive-ins

(*Continued from page* 1)

principal topic on Wednesday. Among the highlights was the advice by Paul Peterson, moderator, and others, that adequate numbers of equipment units were essential on any item that was proving popular — adding units as needed, or installing larger units, to assure service in the limited time of demand. He and others also urged that from experience, the customers will accept better and better merchandise at a higher price—such as buttered popcorn, especially when the buttered variety is put first and exploited.

Promotion Seen as Vital

There was much emphasis on the requisite of promotion for concession items particularly specialities — by screen, by public speaker, by displays —sales dropping on even popular items when promotion is lessened or discontinued. It was said that the 25-cent price is in some areas as popular as a 20-cent, as being a unit convenient for the customer. There was discussion of trailers supplied by manufacturers which some suggested took saleable screen-time, but which many declared were not only helpful on sales but in many cases interesting to the patrons. On sandwiches, several spoke of profit in barbecued hamburgers, cooked one day, kept in an ice box, reheated and served with sauce—helping to expedite traffic since few stopped for any extra condiments. But abundance and variety of condiments were urged also, for all sorts of sandwiches.

Malco Ideas Discussed

Among the merchandising ideas, was the experiment of Dick Lightman of Malco Theatres, Memphis, with containers that besides identifying contents, also promoted another item, a container for chili that bore a thirst-quenching suggestion. Bill Sawyer of Malco Theatres told of the value of statistics of concession sales, that helped to identify items in the various theatres of a circuit that were moving profitably, and those not, as guides to more effort on these in other theatres.

M. A. Levy, Midwest division manager for 20th Century-Fox, emphasied the value of strict adherence to multiple speakers for stereophonic sound on CinemaScope and urged operators of drive-ins to watch tests by Claude Ezell in Dallas and Corpus Christie, Tex., with his device of three speakers in a unit to be placed in the position of car radios in motor cars.

New Proposals

(*Continued from page* 1)

included as an arbitrable item. This latter proposal was also suggested by the Southern California Theatre Owners Association in its reply to Johnston.

Allied, blocked in its insistence that film rentals be made an arbitrable item by the terms of Johnston's letter, is believed now to be willing to settle for arbitration of sales policies.

Upton Promoted

DETROIT, March 11.—Frank Upton, Music Hall manager here, has been elevated to division manager for Stanley Warner Cinerama Corp. Upton will maintain headquarters here and manage both the Music Hall and the Palace in Chicago.

Samuel Goldwyn Replies In Code Revision Dispute

(*Continued from page* 1)

words "mass meeting" not less than eight times in your letter to me.

In my original letter on this subject, I wrote: "I therefore suggest that a meeting be called of all producers who are signatories to the Code to discuss the need for modernization of the Code and the specific manner in which it can best serve not only our industry but the public." This has been my consistent position, and will continue to be—and has nothing to do with "mass meeting."

I appreciate the spirit of your offer to use your good offices to persuade the Board of Directors of the Motion Picture Association of America to accept any proposals for Code revision I may advise you of with which you may agree. However, I must, with all due respect, decline your offer because I feel this matter should not be considered the exclusive concern of the Motion Picture Association of America Board—nor do I feel it is only my opinion and my views which are important. There are a great many serious and able producers in Hollywood who have given much thought to the Code and to whether it can be improved. Their views are varied and certainly not all agree with mine. To exclude them from any consideration of this problem would be to disregard completely the benefit of their wide knowledge and experience.

Frankly, I do not understand the reluctance to sit down and meet with the picture makers of Hollywood and, without speechmaking or rancor, to discuss calmly and seriously whether or not the Code can be bettered. To me this appears a more sensible procedure than to debate a variety of specific suggestions at long range through the medium of the press.

☆ ☆ ☆

LET US BE CLEAR about the fundamental problem involved. I stated in my original letter to Mr. Johnston that there must never be any "violation of the basic principles upon which the Code is founded." I have repeatedly stated that I am in favor of a motion picture Code and that I would never make a picture outside of the Code. The only question is whether the Code can be improved and what is the best way of determining that. I believe this can best be approached by calm and fair-minded discussion around the table by those who are concerned in the making of pictures instead of by proposals and counter-proposals made through the press.

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SAMUEL GOLDWYN

SuperScope

(*Continued from page* 1)

result of the Coast demonstration, is expected to hold further talks with 20th-Fox executives.

Although there have been no indications of M-G-M policy on the use of the Tushinsky lens with its CinemaScope films, it has been the policy of M-G-M to this point not to insist on certain equipment such as screens for the showing of its CinemaScope films. This policy, it was said, may be extended to the SuperScope variable lens if its performance matches up to the present CinemaScope lens.

'Year of Decision' Wis. Allied Theme

MILWAUKEE, March 11.—Allied Independent Theatre Owners of Wisconsin, which will hold its annual convention here on April 6-8, has selected the "year of decision" as its theme. The idea stems from the apparent confusion over wide screen, 3-D, aspect ratios, stereophonic sound, CinemaScope and other new media.

The tentative agenda lists such topics as drive-in advertising, drive-in construction, vending and panel discussions on equipment.

Arnold Brumm and A. Provinzano are convention co-chairmen. Ed Johnson heads the year book and booth committee.

3-Reelers

(*Continued from page* 1)

run between 27 and 30 minutes and will be sold on flat bottom bracket feature terms. Paul Douglas stars in the series.

According to Oscar Morgan, Paramount's short subjects sales manager, there already is a heavy demand for the pictures. In one key city, he said, all five of the first run houses are asking for bookings.

With double-feature houses feeling the pinch of the product shortage, Morgan believes that the "Scotland Yard" series will offer a major form of relief.

Drive-Ins Reopening In Western Mass.

HARTFORD, Conn., March 11.—The Western Massachusetts territory is getting into the reopening mood for drive-in theatres.

Two situations in the metropolitan Springfield area, the Round Hill, Springfield, and the Air-Line, Chicopee Falls, and the Pike Drive-In, Newington, have opened as the initial Connecticut units for the season.

Reopen Columbus House

COLUMBUS, O., Mar. 11.—After having been dark for several months, the Avondale, landmark West Side neighborhood house, has been reopened by Academy Theatres. The theatre, one of the eldest neighborhood houses in town, formerly was operated by H. & S. Theatres.

ITOA Attacks

(*Continued from page* 1)

general approach to the definition of "immoral" in the state film licensing law was reported out of the Assembly Judiciary Committee on Tuesday, and is expected to be acted upon by the full Assembly early next week.

Harry Brandt, ITOA president, charged that "this proposed legislation is aimed at circumventing Supreme Court decisions that include motion pictures as a medium of communication entitled to all the privileges and immunities of a free press."

ITOA Favors Easing Refrigeration Law

The counsel for the Independent Theatre Owners Association will appear at the forthcoming public hearings before the New York City Council in favor of legislation designed to liberalize the Refrigeration Code, it was announced yesterday after a meeting of ITOA members.

The primary target of the ITOA is the elimination of the necessity for a licensed operator for automatic freon refrigeration systems containing up to 350 pounds of refrigerant.

The ITOA will also interpose objections to the proposed compulsory liability insurance law slated for theatres in the New York State Legislature.

ITOA Names Groups For Two Projects

The Independent Theatre Owners Association here yesterday appointed two committees, one to participate in the arbitration discussions proposed by the Motion Picture Association of America and the other to aid New York City in combating juvenile delinquency.

The arbitration committee is composed of Julius Sanders, chairman, Abe Leff and Ray Rhone.

The ITOA group which will work with Mayor Robert E. Wagner's committee to combat juvenile delinquency includes Harry Brandt, president; Max A. Cohen, William Namenson and Edith Marshall. The Metropolitan Motion Pictures Theatre Owners Association also is taking part in this endeavor.

Cites 'Unanimous Response'

Brandt stated at the ITOA meeting that "he can not emphasize too strongly the unanimous response of our theatre members to Mayor Wagner's invitation. In addition to our civic pride, we are genuinely confident that we will make a most substantial contribution to this project," he said.

New members of the ITOA include the Park, Rockaway Park, now operated by Jack Rochelle; Rialto, Times Square, now operated by Lou and Bernard Brandt; Yonkers, now operated by Harry Brandt and Richard Brandt; the Roys, Sussex, Belvidere, Hacketstown, Washington, Hunterdon, Clinton, Barn, Lambertville, Franklin, Sparta, Newton, and Court Square, all in New Jersey and now operated by Harry Brandt; and the Globe and Circle, Bronx, now operated by the Endicott Circuit.

Tax Bill

(*Continued from page* 1)

over the country to contact Finance Committee members in behalf of the industry's fight for exemption of tickets of 50 cents or less.

Among committee members contacted today were George (D., Ga.), Frear (D., Del.), Williams (R., Del.), Malone (R., Nev.), Flanders (R., Vt.) and Carlson (R., Kans.).

There was considerable feeling that the industry's battle would be lost or won in the Finance Committee; that if the committee went along with the industry, the provision would be sustained on the Senate floor and in the House-Senate conference, but that if the committee voted against the industry, there would not be too good prospects for getting the exemption added to the bill later on the Senate floor.

Early reports from exhibitors contacting the Finance Committee members gave rise to considerable optimism among COMPO officials here. They said the Senators were almost all sympathetic to the industry's plea. Several Senators, it was reported, indicated they would vote for the industry amendment if they could get a committee agreement that this would not open the way for many other amendments favoring other industries.

As reported previously, there was no Senatorial disposition to vote less relief than the reduction to 10 per cent previously approved by the House. The only question was whether the Senators should go further and vote the 50 cents exemption as well.

Van Wagner Heard

(*Continued from page* 1)

would be exchanged on Tuesday, with replies the following Saturday. The court asked to be advised of the results of the stockholders meeting which will be held in Dover March 18.

During the morning session Harry J. Halperin, plaintiff counsel, ended his examination of Garrett Van Wagner, RKO comptroller and director, who was the only co-witness to take the stand. Much of the testimony was concerned with drafts of the proxy statement issued in advance of the stockholders meeting. Van Wagner admitted that the statement mentions assets which were not considered by the directors at the February meeting in Atlanta. Showing him the initial draft of the proxy statement, Halperin pointed out a number of corrections at one point and a different reading in the completed statement. Van Wagner, however, said that it was not unusual to make a number of drafts and delete material prior to the final draft.

Halperin asked Van Wagner if his lawyers were aware, when the changes were made, of the suit which was being filed by the plaintiff, and Van Wagner conceded that they did know about it.

Late in the trial Halperin stated that there were a number of RKO directors in the court and in the city but that none had been placed on the witness stand. He was probably referring to Charles Boasberg, William H. Clark, E. L. Walton and James R. Grainger.

A reference to Peter Pugliuse, a defense lawyer and expert in anti-trust suits, brought out the fact that he was absent by reason of illness. Lewis Feiland, counsel for one of the intervenors, pointed out that RKO had been losing money steadily and that it looks as if on present conditions they would continue to lose money, and that if this condition is not remedied it might jeopardize the entire corporation. Halperin, however, insisted that allowing the defendants all of their claims, the corporation still has net assets of 40 million dollars for which Hughes is offering 23 million.

Reviews

"Bitter Creek"

(*Allied Artists*)

A SURE-FOOTED, two-gunned Western that was almost tailor-made for Wild Bill Elliott, this picture compares favorably with the big-drawing Westerns of its type in the past. Taking a logical screenplay with a two-edged plot, producer Vincent M. Fennelly has placed it into the hands of a director, Thomas Carr, who knows how to cultivate such things as fast pace, rising action and realistic acting, and has emerged with a product high in box-office appeal.

The script by George Waggner brings Elliott to Bitter Creek in search of the unknown murderer of his brother, a mission he quickly finds to be unpopular with the townsfolk, who are unwillingly but quite submissively subject to the illegal whim of Carleton Young, biggest cattle man in the area and boss of easy-shooting ranch hands who, after many a complication and simplification, do their best to outshoot Elliott but don't quite make it. The romantic angle, which isn't overworked, is headed up by Beverly Garland, as regards Elliott, and Veda Ann Borg, as concerns Young. There is much shooting and killing, but none of it is altogether wanton, and Elliott speaks a line near the finish which is intended to indicate that killing for revenge isn't admirable despite his having just finished doing a thorough job of it.

Others making up the cast are Claude E. Akins, Jim Hayward, John Harmon, John Pickard and Forrest Taylor.

Running time, 74 minutes. General audience classification. For March release.

"Yankee Pasha"

(*Universal-International*)

AUDIENCES partial to plenty of action in their film fare will not be disappointed in this Howard Christie production, for this film should come close to first rank in amount of gun-play, sword-play, and fist-play per reel. However, love-play is by no means excluded, for it is his affection for Rhonda Fleming that prompts Jeff Chandler to cross the Atlantic, subdue pirates, fight duels and break open prisons, in this fast-moving adaptation of Edison Marshall's best-seller of the same title. It is in color by Technicolor.

Frontiersman Chandler follows his loved one to France only to find on his arrival that she has been captured by the Barbary Pirates. Chandler loses no time in setting sail for Morocco where, through his superior skill with weapons, he manages to win a high place in the army of the Sultan (Lee J. Cobb). His troubles are far from over, however, for Miss Fleming is in the clutches of Bart Roberts, as a tribal chieftain who claims close friendship with the Sultan though he is, in reality, a conspirator against his sovereign. After a series of violent events, Miss Fleming and Chandler manage to sail safely for home.

The film suffers somewhat from too many false endings and of occasional stilted dialogue. But these are mitigated by the fact that each climax surpasses its predecessor in scale of action while dialogue does not form too great a part of the story.

Joseph Pevney directed from a screenplay by Joseph Hoffman, Mamie Van Doren, Hal March, and Phil Van Zandt also appear in the picture.

Running time, 84 minutes. General classification. For April release.

Citizens Financing 'Bob Mathias Story'

TULARE, Calif., March 11.—This town of 14,000 has undertaken the financing of "The Bob Mathias Story," a feature film biography of a local boy who is the only two-time winner of the Olympic decathlon. Seventy-five citizens, ranging from cotton growers to school teachers and firemen, are responsible for the unique project.

William E. Selwyn Productions will start work on the film in early May and has signed Richard Collins to write the screenplay. Mathias himself will star in the film.

Conn. V.C. to Present Pollock Bros. Circus

HARTFORD, March 11.—Variety Club of Connecticut, Tent No. 31, will present the Pollock Bros. Circus in the New Haven Arena, March 20-21, with proceeds going to the tent's charity fund.

Harry F. Shaw, division manager of Loew's Poli-New England Theatres, will serve as general chairman, with John Pavone, Allied Artists, in charge of tickets; James Darby, New England Theatres, reception; Sam Germaine, 20th-Fox, programs, and Lou Brown, Loew's Poli-New England Theatres, publicity.

House Group Kills Union Shop Motion

WASHINGTON, March 11.—The House Labor Committee voted down, 18 to 6, a motion by Rep. Smith (R., Kans.) which would have, in effect, outlawed the union shop.

At present, a union shop is permitted providing workers do not have to join until 30 days after they're hired. Committee officials said the committee had not yet reached another proposal to cut the waiting period to seven days for the motion picture and certain other industries.

Ohio Censors

(*Continued from page* 1)

because it "might tend to promote crime or riot." He added that the board still may ban a picture on the grounds of obscenity.

The attorney general's views were stated after Dr. Clyde Hissong, chief censor, asked him how far the state can go in the censoring of films.

The Supreme Court ruling in the "La Ronde" case, said O'Neill, "would seem to have the effect of striking out the word 'immoral' from the Ohio statute."

"On the other hand,' 'he added, "it may be that this, too, is a term embracing many other terms with it. The standard represented by 'immoral' may not be objectionable when specific grounds for the findings are spelled out in the division's order. However, with the few guideposts which we now have, I am unable to determine whether or not such a specific application of the term 'immoral' would be upheld."

Group Surveying 'Comics' Eyes Censorship Bills

ALBANY, N. Y., March 11.—The New York State joint legislative committee to study the publication of comics, in a legislative report, published today, said on "motion pictures" that it "has noted with very considerable concern the recent decision of the U. S. Supreme Court in Commercial Pictures vs. Regents" ("La Ronde"). "While the committee has not been charged specifically with any investigation of motion pictures," the report stated, "it has, in view of the nature of the work undertaken, continually evidenced an interest in the realm of motion picture censorship."

The body's "concern" for the "La Ronde" decision "stems from the apparent attitude of the court to impose additional restrictions on censorship at a time when the committee feels that new and more rigid censorship is necessary."

'Generalized Approach' Preferred

The report continued that in view of the committee's interest in the subject, "it has been the happy privilege of the chairman to cooperate with the State Education Department and with the Regents in co-sponsoring with Sen. Earl W. Brydges, the two bills amending the education law of the State of New York with respect to motion picture censorship set forth in Appendix B as a matter of information. These bills represent both a detailed and a generalized approach to the problem with the intent that the legislature select whichever of the two bills it, in its wisdom, feels most satisfactorily fulfills the need for clarification, as dictated by the Supreme Court decision."

The generalized approach measure was favorably reported, by the assembly judiciary committee. Its co-sponsor is Assemblyman James A. Fitzpatrick, who chairmans the comic books commission.

O'Briens Visit Dewey For Censor Bill Talk

ALBANY, N. Y., March 11.—Philip J. O'Brien, legal consultant to the Motion Picture Association, and his son, Philip, Jr., who argued the industry case against the Fitzpatrick bills defining "immoral" and "incite to crime" at the Assembly Judiciary Committee hearing Tuesday, called on Governor Dewey yesterday to present the negative side of the legislation.

FIRST IN FILM NEWS

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Fast Action

Senate Group Will Vote on Tax This Week

Millikin Foresees Few Changes in House Bill

By J. A. OTTEN

WASHINGTON, March 14.—The Senate Finance Committee will vote by the end of this week on the excise tax bill cutting the admissions tax and other levies, chairman Millikin (R., Colo.) said.

He added that it would be taken up on the Senate floor Monday, March 22, or Tuesday, March 23. He predicted the bill would pass the Senate "roughly as it came to us from the House."

The House-passed bill would reduce the admissions tax from 20 per cent to 10 per cent, effective April 1. The tax committee of the Council of Mo-

(*Continued on page 3*)

'Unfriendly Ten' Directed Film Bows

The releasing plans for the controversial film "Salt of the Earth" are contingent upon its reception in New York, Paul Jarrico stated here on Friday prior to a trade-press screening of the film which opened to the public for the first time yesterday at the Grande Theatre on East 86th Street.

Jarrico, one of the so-called "Unfriendly 10" Hollywood witnesses before the Congressional Un-American Activities Committee several years ago, said: "We made it for theatrical release," indicating his hope that the anti-capitalism film will not be confined to limited audiences.

The film, in the opinion of this reporter, represents a screen treatment

(*Continued on page 6*)

F.T.C. Proposes New Complaint Service

WASHINGTON, March 14.—The Federal Trade Commission said it proposes to set up a new Office of Small Business to advise complaining businessmen of the status of FTC investigation.

"One of the complaints of small business," FTC chairman Howrey told a House Appropriations subcommittee

(*Continued on page 3*)

U-I So. American Meet Opens Today In Buenos Aires

BUENOS AIRES, March 14.—With the arrival here over the weekend of Universal International Films president Alfred E. Daff from New York and foreign general manager Americo Aboaf from a flying trip through a number of South American key cities, the stage was set for the opening, tomorrow, of U-I's Latin American sales conference. Branch managers representing 20 countries in Latin America arrived in groups earlier in the week for a series of advance screenings.



Alfred E. Daff

Air Commodore F. M. F. West, managing director of the J. Arthur Rank Overseas Film Distributors, has flown in from London to be guest of honor at the conference and personally meet the U-I men who distribute J. Arthur

(*Continued on page 3*)

Harrison Named 20th Western Sales Head

The appointment of Alex Harrison to the post of Western sales manager of 20th Century-Fox, succeeding the late Edwin W. Aaron, was announced at the weekend by Al Lichtman, director of distribution. Harrison has been in temporary charge of the Western division since Aaron's death. For the last 17 months he has been functioning as a home office representative under Lichtman and W. C. Gehring, executive assistant general sales manager.

Harrison, a native of Salt Lake City, joined 20th-Fox in 1935 as a

(*Continued on page 3*)

Allied Declines

ARBITRATION MEET IS ON, REGARDLESS

Ampex Has Stereo Drive-in Speaker

A new-type Ampex stereophonic speaker for drive-in theatres which uses a different acoustic principal was demonstrated at the 20th Century-Fox home office for company officials Friday afternoon by Harrison Johnston, general sales manager, and Philip L. Gundy, Eastern regional director, of Ampex Corp., manufacturers of stereophonic sound equipment. A trade press demonstration will be held this afternoon at the 20th-Fox home office.

Expect Conference Date To Be Set Soon; Four Theatre Groups Accept

Conferences designed to establish an industry arbitration system will be scheduled without the participation of Allied States Association, it was disclosed here at the weekend.

Charles Boasberg, chairman of the sales managers committee of the Motion Picture Association of America, said that as far as distribution is concerned "we'll arbitrate without Allied."

Boasberg expressed regret that Allied declined the invitation to join in an all-industry arbitration conference, adding that it is the only exhibitor organization to do so.

Allied's letter of rejection, copies of which were made public on Friday, reiterates its stand that film rentals be a part of arbitrable subjects, which was ruled out in the Feb. 10 invitations to a conference issued by Eric

(*Continued on page 3*)

ATC Survey Seeks Drop-Off Reasons

BOSTON, March 14.—In an effort to discover reasons why there has been a sharp drop-off in patronage at one of its out-of-town neighborhood theatres, American Theatres Corp. has conducted a house-to-house canvass of 300 housewives living near the theatre. Two women, experienced in such surveys, handled the questions. They asked the same questions at each house, with the results that apparently were so enlightening that ATC is conducting a similar survey at another of its neighborhood situations.

The section selected for the first survey was in a city of a population of 100,000, but the survey was limited to an area within a one-mile radius of the theatre. This area is in a strictly residential section and is in the lower middle-class bracket. The an intense campaign for greater relief

(*Continued on page 3*)

Beresin to Advocate V.C. Streamlining

A program for "streamlining" the operations of Variety Clubs International to conform with the organization's growth will be advocated by Jack Beresin, retiring international chief barker, at its international convention in Dallas on March 22-25. Beresin said he would propose the estabishment of a permanent headquarters, completely staffed to carry on the work of the various tents.

At a weekend luncheon meeting here with trade press representatives, Beresin said that he would advocate the allotment of greater importance

(*Continued on page 6*)

20th-Fox Defers Policy Statement On SuperScope Until March 22 Show

Twentieth Century-Fox policy regarding the Tushinsky SuperScope lens cannot be announced until 20th-Fox officials have seen the lens in operation, Al Lichtman, distribution director, said here at the weekend.

Lichtman stated that 20th-Fox officials will attend the March 22 SuperScope demonstration here at the RKO 86th Street Theatre. The 20th-Fox distribution director was asked about his meetings with Harry Brandt, president of the Independent Theatre Owners Association, who is seeking 20th-Fox approval to show 20th-Fox CinemaScope pictures through the SuperScope lens. "Until we see it perform I cannot give you an answer," Lichtman responded.

Ohio's Censors Pass 5 Films 'Reluctantly'

COLUMBUS, March 14.—The Ohio censors on Friday reluctantly gave approval to five previously banned films: "The Outlaw," "The Moon Is Blue," "Mom and Dad," "Kiss Tomorrow Goodbye" and "Ways of Love," which includes the controversial "The Miracle." Dr. Clyde Hissong said the board has not changed

(*Continued on page 3*)

Personal Mention

SAMUEL GOLDWYN is scheduled to arrive here today from the Coast.

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MRS. GUS HARRIS, secretary-treasurer of Mercury Film Laboratory, became a grandmother last week when her daughter, MRS. THOMAS LAWSON, gave birth to a daughter at Doctors Hospital.

•

J. F. MCCARTHY, Hartford district manager for Stanley Warner Theatres, is recuperating from surgery at his mother's home in Bridgeport.

•

HENNY YOUNGMAN sailed Saturday aboard the "Queen Mary" for Europe.

•

LOU GREEN has been named assistant manager of Loew's Poli College Theatre, New Haven.

•

ED STEVENS, president of Stevens Pictures, Atlanta, has left there for a tour of exchanges.

•

ALBERT SHULMAN, of the Shulman Theatres, Hartford, has returned there from New Orleans.

•

EDWIN KNOPF, M-G-M producer, arrived in New York last week from Boston.

•

HELEN DEUTSCH, M-G-M writer, has arrived in New York from Boston.

•

BRONISLAW KAPER, M-G-M composer, arrived in New York Thursday from Boston.

•

HUME CRONYN and ELIA KAZAN have left New York for the Bahamas.

•

LOU COHEN, of Loew's Poli, Hartford, has returned there from Miami.

•

LAURENCE HARVEY has arrived in London from New York.

•

STEVE COCHRAN has left New York for Hollywood.

Altec Officials on Tour

H. M. Bessey, executive vice-president of Altec Service Corp., has left for Oklahoma City, Dallas, and Kansas City in company with C. J. Zern, the company's Southwestern division manager. They will attend the Allied Theatre Owners of Oklahoma convention at Oklahoma City, March 9-10, and then will proceed to the other two cities to confer with circuit heads on stereophonic installations and Altec's stereosound service plan.

Frank Joins Blake

Phil Frank has joined George Blake Enterprises, as partner and general sales manager. He will concentrate on the sales of T.V. commercials as well as package shows produced in its new studio here.

Dismissal From Suit Asked by Chaplin

WASHINGTON, March 14. — Charles Chaplin has asked the Supreme Court to rule that he could not be properly held to be a defendant in a $616,550 damage suit against Mary Pickford, himself, United Artists and other defendants.

The suit grew out of another suit filed by Miss Pickford in February, 1951, seeking ot collect $13,450 loaned to the late Max Kravetz. This suit was filed in New York State courts. Kravetz then countersued for $616,550, naming a long list of defendants including Miss Pickford and Chaplin, and claiming the money was due him for labor and services and as damages for a conspiracy to injure him. The two cases were later switched to the Federal District Court in New York, and Chaplin claims the court had no jurisdiction over him and that he was never properly served with a complaint or summons. Lower courts, including the Second Circuit Court of Appeals, ruled against him, however, and he has now appealed to the Supreme Court.

'Lagoon' in Atlanta Bow Grosses $2,000

"Creature From the Black Lagoon," Universal - International's new 3 - D film, which opened at the Paramount Theatre in Atlanta Thursday as part of a territorial saturation booking and one of more than 17 such territorial openings already set for March and April, rolled up a gross of $2,000, a new U-I opening day record, it was reported.

The opening of "Creature From the Black Lagoon" in Atlanta was backed by an integrated television, radio and newspaper promotional campaign designed to aid not only the Paramount but the theatres throughout the territory that are participating.

Ampex Board Names Taggart Treasurer

REDWOOD CITY, Calif., March 14.—Thomas L. Taggart, comptroller for Ampex Corp., has been elected treasurer by the company's board of directors, headed by Chairman T. Kevin Mallen. Taggert will make his headquarters in Redwood City, but will continue as executive vice-president and general manager of the Ampex Loud Speaker Corp. in North Hollywood. James E. Brown will take over Taggert's present post.

Col.-SPG Deadlocked On Wage Progression

The issue of progression of wages appears to have caused a deadlock in the negotiations between Columbia Pictures and the Screen Publicists Guild. Paul Lazarus, Columbia's vice-president in charge of advertising and publicity, said that the subject and others would be further discussed and that he would recommend joint efforts to resolve them.

The SPG executive board will meet Wednesday night to explore the situation.

Cinema Lodge Elects Here Tuesday Night

New York's Cinema Lodge of B'nai B'rith will hold a meeting at the Hotel Astor here tomorrow night to map plans for the launching of a new membership drive in the entertainment industry and to nominate and elect its slate of officers for the coming year.

Rabbi Charles E. Schulman of the Riverdale Temple will be the principal speaker at the meeting.

The New Cinema Lodge membership drive is to be in honor of Al Senft of Sterling Poster and Display Co., three-time president of Cinema Lodge who is currently recuperating from a heart ailment at Sarasota, Fla.

Add 'Omar Khayyam' To VistaVision List

"The Loves of Omar Khayyam," has been added to the list of Paramount films to be made in VistaVision. The picture will be produced in 1955 with Frank Freeman, Jr., producing and with at least six stars heading the cast.

VistaVision films already announced by the studio consist of Irving Berlin's "White Christmas," Hal Wallis' "The Big Top" and the James Stewart-June Allyson-starrer, "Strategic Air Command."

'The Lonely Night' To Mayer-Kingsley

"The Lonely Night," feature length documentary film on a psychoanalytic theme and produced by Irving Jacoby and Willard Van Dyke, has been acquired for theatrical distribution by Arthur Mayer-Edward Kingsley, Inc., and will have its American premiere at the 55th Street Playhouse here on March 27. The film treats the inner conflicts of an unmarried girl and has been praised by several mental-health organizations.

RKO Sets Release of 6 New Disney Shorts

Sidney Kramer, general sales manager for RKO Pathe, has announced that RKO Radio will release six Walt Disney shorts in a new series entitled "Marquee Musicals," featuring prominent names in the music world. The first, "Two For The Record," starring Benny Goodman, will be released April 23.

Others in the series, which formerly appeared as episodes in various Disney features, include "Casey at the Bat," starring Jerry Colonna; "Once Upon a Wintertime," with Frances Langford; "The Martins and the Coys," with the King's Men; "Little Toot" and "Johnny Fedora and Alice Blue Bonnet," with the Andrew Sisters.

Ferrin's 'Sabaka' to UA

HOLLYWOOD, March 14.—Frank Ferrin has made a distribution deal with United Artists for the foreign release of his India-made feature, "Sabaka," formerly titled "The Hindu."

Warm Brandt Praise For Paramount's New VistaVision

Paramount's VistaVision process was warmly endorsed by Harry Brandt, president of the Independent Theatres Owners Association and head of the circuit bearing his name.

Brandt, who recently returned from the Coast where he saw VistaVision demonstrated, described it as the greatest advance in photography in the entire history of the motion picture industry. Added Brandt: "And the important feature of VistaVision, to every theatre, is that it requires no special equipment or installation. No CinemaScope lens, no Tushinsky lens, no tricks of any kind; just a perfectly conventional, normal projection lens, such as can be found in every theatre in the country."

Say Johnston, Peron Close Pact on Funds

Eric Johnston, president of the Motion Picture Association of America, has received from the Government of Argentina, through Juan D. Peron, authorization for the release of $500,000 for remittance to film companies of the United States, according to unconfirmed reports here Friday. Johnston, following the close of the film festival in Sao Paulo, Brazil, proceeded to the Argentine to attend that country's similar festival at Mar del Plata.

The agreement with Argentina, which Johnston is said to have signed for the MPAA, would provide partial payment of the $3,300,000 which the Argentine government owed the United States film industry at the end of 1953. Although the earnings of American companies in the South American nation are said to average $4,000,000 annually, only 50 per cent of this sum can be taken out of the country, the remainder being held as a permanent investment.

'Devil' Bow Gives UA 11 N.Y. First-Runs

The 68-theatre opening of "Beat The Devil" here last Friday gives United Artists a total of 11 releases in simultaneous, first-run engagements in New York. The other films and theatres are: "Yesterday and Today," Embassy; "Top Banana," Victoria; "Act of Love," Astor; "Go, Man, Go," Globe; "The Conquest of Everest," Fine Arts; "The Captain's Paradise," Paris; "Heidi," and "White Mane," Little Carnegie; "A Queen's Royal Tour" and "The Royal Symphony," Guild.

United Artists July 4 Release for 'Apache'

United Artists' release for July 4 will be "Apache," Hecht-Lancaster production starring Burt Lancaster and Jean Peters, according to plans disclosed Friday by William J. Heineman, vice-president of UA in charge of distribution.

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Arbitration

(Continued from page 1)

Johnston, MPAA president. Allied's response, signed by president Ben Marcus, said in part:

"Permit me to remind you that this association on Feb. 18, 1952, in letters to the presidents of several film companies proposed an all-inclusive arbitration system, listing film rentals among the subjects for arbitration. Since then this association by a series of resolutions adopted by its board of directors and ratified at national conventions has adhered to the position that any arbitration system, to be of benefit to the independent exhibitor, must provide for the arbitration of disputes involving the terms and conditions of sale, including film rentals."

Copies to Washington

Copies of Allied's reply, Marcus continued, have been sent to the U. S. Attorney General and the Senate Small Business Committee, inasmuch as copies of Johnston's invitations also were sent to them.

The effectiveness of any arbitration system set up without Allied participation is questioned in trade quarters in the light of the need for an industry arbitration system to have the approval of the Department of Justice and the New York Statutory Court, which has jurisdiction over the Paramount case consent decree.

Johnston, who is due here from Washington today, is expected to meet with the MPAA distribution committee shortly. From that meeting and subsequent talks with participating parties, a time and date for the convening of an exhibition-distribution meeting on arbitration here will be set.

Four Groups Have Accepted

Theatre Owners of America, Independent Theatre Owners Association of New York, Southern California Theatre Owners Association and Metropolitan Motion Picture Theatres Association, New York, have accepted Johnston's invitation, the latter organization as an observer only.

ATC Survey

(Continued from page 1)

spot checking was done in a systematic circular route around the theatre itself. This theatre has a change of program twice weekly.

It was found that one out of every three persons attends a theatre at least once a week. A large percentage of this group goes to the ATC house because of its accessibility. A large percentage walks to the theatre, proving that the neighborhood house still plays an important role in community life. Another point brought out by the returns of the survey was that the problem of baby-sitters took precedence over the television habit as a reason for not attending more often. Monday nights, traditionally the worst attendance night for neighborhoods, came out far ahead of others as a favorite TV listening night.

As soon as the returns from the second survey are in, the ATC officials will go over them for re-evaluation to try to arrive at the best ways for combatting the problem of the drop-off in patronage. They are considering devising a better method of exploitation for their programs to convince those, in that area, who do not attend regularly that they are missing the finest in entertainment.

Senate Groups Will Vote

(Continued from page 1)

tion Picture Organizations is waging an intense compaign for greater relief for lower-priced tickets. Exhibitor leaders from all over the country were here contacting members of the Finance Committee Friday and over the week-end, and will continue early this week.

The Finance Committee will hold brief public hearings on the excise bill starting tomorrow, but the motion picture industry and other industries whose rates are already reduced in the House bill will not be permitted to testify. These industries can, however, submit statements for the record, and COMPO special counsel Robert Coyne said COMPO would submit a statement detailing the industry's case Tuesday or Wednesday.

Treasury Department officials have been invited to lead off the hearings Wednesday and will be closely questioned on just how far the Treasury is willing to go on excise relief. Millikin said he hoped to wind up the hearings Wednesday or Thursday, to report the bill out late in the week and take it up on the Senate floor early next week.

Millikin said the hearings were being limited because of the need of completing Congressional action on the bill by April 1.

COMPO Still Undecided

Coyne said that COMPO still had not definitely decided whether to seek an exemption on the first 50 cents of each admission charge, with a reduction to 10 per cent on any amount above the first 50 cents, or an exemption for tickets of 50 cents or less with a 10 per cent charge on the entire amount of any tickets costing more than 50 cents. He said COMPO preferred the first formula but would probably settle on the latter formula, largely because it involved a much smaller revenue loss for the Treasury. The first formula would cost about $50,000,000 or $60,000,000 more a year than the second formula, he said, and therefore would be much harder to sell to Senators who are reluctant to run up the cost of the excise bill.

Sen. Wiley (R., Wis.) put in the Congressional record Friday COMPO's presentation on the number of theatres operating in the red, the number of recent closings and the number of theatres not helped under the House-passed bill. He urged greater relief for the industry.

Sen. Schoeppel (R., Kans.) said that if the bill approved by the Finance Committee did not exempt the first 50 cents of each admission, he would offer that amendment on the Senate floor.

He added that he had been told that "without substantial tax relief, another 2,000 to 3,000 theatres would close within the next six to eight months. As chairman of the Small Business subcommittee studying the film industry, he had seen the plight of the small exhibitors, Schoeppel said. "I think the amendment which I propose, if it is enacted into law, will afford a degree of relief which will permit many small theatres to remain in business," the Kansan stated.

Endorsed by Sparkman

Sen. Sparkman (D., Ala.) endorsed Schoeppel's stand and said that hundreds of theatres have already closed and "literally hundreds of others are barely hanging on."

Sen. Williams (R., Del.), a Finance Committee member, declared, however, that while he favored relief for some hard-pressed industries, he was against the broad excise cuts contained in the House bill.

Ohio Censors

(Continued from page 1)

its mind on the "inappropriateness of the five," but was forced to approve them because of the Supreme Court decisions in the "M" and "La Ronde" cases. He said the authority of the board now is so restricted that it had no other alternative.

Hissong said he understood Howard Hughes plans to release "The Outlaw" in Ohio. Hughes seven years ago refused to show the cut version although the board had given approval five times, provided certain scenes showing Jane Russell were deleted.

"Mom and Dad" must scissor the "birth of a baby," Caesarian sequence and "other intimate facts." "Ways of Love" was approved because the board's original ban was on immoral grounds. The Supreme Court decision killed that as a reason. The board will not approve "Striporama," which contains "burlesque material obscene and indecent."

Hissong expects distributors of 45 or 50 banned films of the past decade to request release of these films.

Lease Phila. House

The Trans-Lux Corp. has signed a long term lease on the World Theatre of Philadelphia with the Faith Theatre Corp. of New York, owner of the property. The leasing arrangements were made by Berk and Krumgold, real estate brokers.

F.T.C. Proposes

(Continued from page 1)

.n testimony made public today, "is the mystery and delay which surround their applications for complaint. It is said that small businessmen file applications for complaints and hear nothing further with respect to them until a formal complaint issues or the case is dropped. We propose to establish a new Office of Small Business. One of its principal duties would be to advise applicants for complaint with reference to the precise status and progress of the investigations being made by the commission."

Originals Bought By Robert Goldstein

HOLLYWOOD, Mar. 14.—Robert Goldstein Productions has announced the purchase of "Black Tuesday," an original screenplay by Sidney Boehm, and "Shadow at My Shoulder," a melodrama by Gerald Drayson Adams who also will write the screenplay. "Tuesday" is scheduled for early production and will star Cleo Moore and Lee Marvin.

Ad. Girls Plan Ball

Advertising Women of New York, Inc., will hold a "Circus Ball" dinner dance in the grand ballroom of the Hotel Astor on March 26.

U-I Meet

(Continued from page 1)

Rank productions in Latin America.

Other U-I home office executives present are Latin American supervisor Al Lowe, director of foreign publicity Fortunat Baronat, who has been here supervising conference arrangements since March 3, and Joseph Mazer, in charge of overseas 16mm sales. Norman Gluck, vice-president of United World Films, arrived here on Friday.

Aboaf to Attend

Cesar Aboaf, newly appointed special field representative for J. Arthur Rank pictures in Latin America, also will attend the meetings.

In addition to the series of talks and conferences which have been set for a six-day period, the delegates are previewing a number of Universal-International and Rank pictures which are scheduled for release in Latin America during the next season. U-I pictures, which are all in Technicolor, include "The Glenn Miller Story," "Magnificent Obsession," "The Far Country," "Saskatchewan," "Yankee Pasha," "Wings of the Hawk," "Golden Blade" and "Taza, Son of Cochise." J. Arthur Rank presentations to be screened are "Desperate Moment," "Both Sides of the Law" and the Technicolor "Genevieve."

Monroe Isen Host

Monroe Isen, U-I's general manager for Argentina, is host at the conference. Argentina sales manager Enrique Pardo and the managers of U-I's Argentina branches will also attend. Representing Brazil will be Rudi Gottschalk, Daniel Tikhomiroff and Enderson de Figueiredo. Colombia: Jorge Isaza; Cuba, Ramon Garcia; Chile, Raul Viancos; Dominican Republic, Morris Paiewonsky; Ecuador, Francisco Puig; Panama and Central America, Saul Jacobs; Peru and Bolivia, Alejandro Undurraga; Puerto Rico, Harold Dudoff; Trinidad, Walter Lambert; Uruguay, James Alexander, and Venezuela, Tony Garcia.

Harrison

(Continued from page 1)

poster clerk in the San Francisco exchange, later becoming a booker, a post he held until he entered the army. Upon his return to San Francisco in 1946, he was made division booker, later becoming executive assistant to division manager Herman Wobber. He was manager of the San Francisco branch of the company until he was transferred to New York in October, 1952.

Muhl Stresses Story Value In U-I Films

HOLLYWOOD, March 14.—Universal-International will place more stress on story values in its forthcoming productions, Edward Muhl, vice-president in charge of production, announced.

Eight novels and dramas, topped by the Pulitzer Prize winning play, "The Shrike" and the novel "Away All Boats," have been acquired by the studios for 1954 production, Muhl pointed out.

Other properties that U-I has acquired, Muhl said, are "Foxfire," "The Galileans," "Tacey Cromwell," "All that Heaven Allows," "Mississippi Landing" and "They Stole $2,500,000."



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In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THE Kroehler Mfg. Co., Naperville, Ill., has sold its "Push-Back" Theatre Chair Division to the Griggs Equipment Co. of Belton, Tex. Although the consideration was not disclosed, it is understood that the sale includes all the patents, rights, parts, tools and equipment to enable Griggs to proceed immediately with the manufacture and sale of the well-known theatre seat.

•

Bob Paulson has joined the New York district office of Ampex Corp., manufacturer of magnetic recording and sound equipment, as manager of audio sales, according to Harrison Johnston, Ampex general sales manager. Paulson has experience in the broadcast and audio engineering fields. Prior to joining Ampex he was associated with the Tele Q Corp. and Special Effects and Equipment, Inc., producers and distributors of television and film production equipment. Before that he served as a division manager for Audio and Video Products Corp. and as associate producer-director for Fred Waring Enterprises.



Bob Paulson

•

The addition of continuous air outlets to its line of "Agitair" air diffusers has been announced by Air Devices, Inc., New York. Made in two types, the new units are available in unlimited run dimensions for either sidewall or ceiling installations. Type "RC" has a separate mounting frame and an interchangeable diffusing core. Type "R" has an integral diffusing core.

•

A special sales campaign to promote "Astrolite" theatre screens, manufactured by the Radiant Screen Co. of Chicago, is now being conducted by the B. F. Shearer Co., Seattle, distributors of the screen throughout the Western states. The "Astrolite" is an all-purpose screen for use with 3D and wide-screen as well as coventional projection.

•

The appointment of Thomas W. Hope as assistant advisor on non-theatrical films at the Eastman Kodak Co., Rochester, N. Y., has been announced by W. B. Potter, Kodak director of advertising. Since 1945 Hope has been manager of the film department at General Mills, Inc., Minneapolis. In his new position he will assist John Flory, Kodak's advisor on non-theatrical films.

•

The Porcelain Enamel Products Corp. of Rehoboth, Mass., has a ceramic on steel wall tile especially designed for renovation of theatre facilities. Called "Veos," the ceramic-surfaced material is porcelain fused to steel. It is available in a full color range in 8-inch squares. The company says it is particularly adaptable as a wall covering in rest rooms and lobbies.



'Unfriendly Ten' Film

(Continued from page 1)

of the proletarian novel of the 1930's, containing many of the faults of such works of propaganda, chief among which is the oversimplification of labor strife. On the one hand, according to the picture, is a group of weak, noble, down-trodden workers, and on the other is the plutocratic boss and his brutal allies on the police force.

This propaganda theme may well fill the needs of the International Union of Mine, Mill & Smelter Workers, sponsor of the film, and which has been ousted by the CIO on charges of Communist domination, but it fails to render a representative portrayal of labor conditions in the U. S.

The professional but largely unknown cast is headed by Rosaura Revueltas, a Mexican actress who turns in an excellent performance, as do some of the non-professionals recruited from the union local in New Mexico. Chief among the latter is Juan Chacon, president of a CIO-ousted local, with the other non-professionals taking minor roles.

Directed by Biberman

Will Geer is the only familiar name in the professional cast. The film was directed by Herbert J. Biberman, one of "The Hollywood Ten" who refused to cooperate in the communist Congressional probe of Hollywood and was jailed for contempt.

The picture, within limitations of its propaganda theme, has a number of moving moments, but the propaganda so limits the credibility and appeal that exhibition-wise it has few possibilities for the commercial theatre, regardless of type. The photography, always on the bleak, dark side, is reminiscent of the neo-realistic Italian school.

While the professional touch is present in the picture, there are a number of amateurish aspects, mainly in the two-dimensional portrayals of characters. Production-wise it does not appear to be a costly film, with simple sets and the outdoors used to keep cost down to a minimum. It's running time is 94 minutes.

Jarrico, the producer, was asked whether he expects any trouble from IATSE projectionists, whose international president, Richard Walsh, has asked locals to report scheduled showings of the film to him. Jarrico pointed out the Grande Theatre is a non-IA house and he does not know what the IATSE position will be in other situations.

Was Refused Two Bookings

The picture at the 485-seat Grande opened on a continuous run policy with a price scale ranging from 80 cents weekday afternoons to 2:00 P.M., to $1.50 weekend evenings. A spokesman for Jarrico's Independent Productions Corp. said that blocks of tickets have been sold to "union and fraternal" organizations at a special price of 95 cents per person and $1.20. The blocks, he added, include 100 tickets. The picture which failed to get a booking at the Bijou and Booth in the Broadway area was finally opened at the neighborhood Yorkville house. The IPC spokesman claimed that it was due to previous commitments or financial considerations which ruled out the Bijou and Booth.

The IPC spokesman went on to say that the picture has been screened for CIO, AFL and independent unions throughout last week, in an effort to win support.

Michael Wilson, who did the screenplay for "Place in the Sun" did the script, while Sol Kaplan, also formerly of Hollywood film studios, composed and conducted the music. Others in the professional cast include David Wolfe, Mervin Williams and David Sarvis.

MURRAY HOROWITZ

N. J. Allied to Meet Mon. on New Media

New Jersey Allied will hold a luncheon meeting at the Hotel Astor next Monday, following the demonstration of SuperScope. The meeting, to which Allied members from other territories are invited to attend, is for the discussion of the new processes and some conclusions are expected to be reached regarding them.

Lyday in Denver Post

DENVER, March 14.—Paul Lyday, Tabor Theatre manager, has been named publicity director of the new 1,275-seat, first-run Centre Theatre being readied here by Fox Intermountain Theatres, for an April 22 opening. Succeeding to the Tabor post is Harry Wilhelm, Rialto manager, while his job went to Tom Schneider, assistant at the Denver, all Fox Intermountain houses.

New Fla. Studio

WINTER PARK, Fla., March 14.—Construction has begun here on a new $250,000 studio for Avalon Pictures, and Avalon Film Productions, Thomas B. Casey, president of the two organizations, said. The studio is expected to be ready to house the executive offices of the two companies by the end of April.

Beresin

(Continued from page 1)

and more duties to the international representatives.

"We have outgrown our swaddling clothes," Beresin said. "Variety Clubs now constitute a big business. The Will Rogers Hospital now is on a firm basis and the last Christmas Salute was the biggest and most successful yet attempted.

Beresin said that he would not be a candidate for reelection as chief barker, a post he has held for two years. He said that he believed in the policy of "succession," with assistant chief barkers moving up. Indications are that George Hoover, of Miami, will be elected to the top post.

The Dallas convention is shaping up as the biggest in Variety Club history, Beresin said. As of last Friday, registrations had passed the 450 mark and he expects that the total registration will total about 700. The biggest previous registration was 600.

Two new tents are in the offing. Applications for charters have been received from Bombay, India, and from Jacksonville, which, if accepted at the convention, will be Tents Nos. 43 and 44, respectively.

V. C. 'Night People' Benefit Draws More than $15,000

OMAHA, March 14.—Chief Barker J. Robert Hoff estimated the Variety Club-sponsored premiere of "Night People" drew more than $15,000 at the Orpheum Theatre. It was a benefit for the Omaha Opportunity Center and Crippled Children's Society held in conjunction with Omaha's Centennial Celebration. City Commissioner John Rosenblatt took part in a stage show featuring film stars Mitzi Gaynor, Thelma Ritter and Broderick Crawford.

Trip to V.C. Dallas Meet Won by Writer

An article in Color Magazine titled "No Time for Intolerance" by Robert Edelman, describing the work done by Variety Club Tent No. 13, Philadelphia, was judged the best among the entries in a contest submitted by the various tents highlighting Variety Club activities. Edelman will be given a free trip to the Dallas Variety Clubs' convention.

In a companion contest for the best human interest photograph depicting a V.C. activity, a prize of $300 went to Morris Berman, of the Pittsburgh Sun-Telegraph, for photos of a Tent No. 1 project.

The entries were judged by New York trade press representatives.

'Carnival Story' Bow April 16 in Chicago

The world premiere of King Brothers' Production "Carnival Story" will be held at the Woods Theatre, Chicago, April 16, Charles Boasberg, RKO Radio general sales manager, disclosed at the week-end. The picture, printed in Technicolor for wide screen projection, stars Anne Baxter, Steve Cochran, Lyle Bettger and George Nader. It was made in Germany.

The world premiere will be followed by pre-release engagements in Washington, New Orleans, Miami and Miami Beach on or about April 21, Boasberg added.



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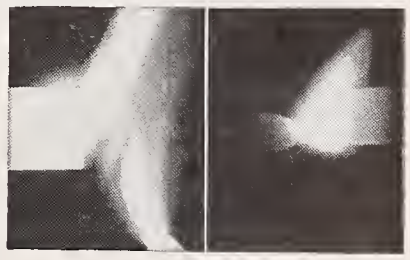
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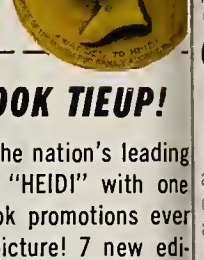
has resulted in bookings throughout the Schine circuit!

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Outlook 'Bullish'

Time Ripe Now For Theatre Buying: Brandt

To Announce New Units Of Brandt Circuit Soon

By MURRAY HOROWITZ

"This is the time to buy theatres," according to Harry Brandt, president of Brandt Theatres, which recently acquired 21 theatres in the East.

Brandt, in an interview here, said that the purchase of additional theatres by his circuit will be announced shortly. The veteran exhibitor, telling of his plans for expansion, explained the reasons for his belief that the exhibition market today is "bullish." They are as follows:

¶ With the new techniques, motion picture theatres can now offer a variety of presentations that cannot be matched by any other entertainment medium.

¶ 1954 will be a banner year for "big" pictures.

¶ The saturation point of home TV

(*Continued on page* 4)

Ampex Stereophonic Drive-in Speaker Weighs 12 Ounces

A new-type Ampex stereophonic sound unit for outdoor theatres, consisting of three three-inch cone speakers, was demonstrated at 20th Century-Fox home office yesterday for the trade press by Jim Mahon, sales manager for the Ampex Corp., manufacturers of sound equipment.

The three speakers, which are mounted in a waterproof plastic case weighing about 12 ounces, will sell for approximately $12 per unit, Mahon

(*Continued on page* 4)

High Court Refuses Partmar Rehearing

WASHINGTON, March 15.—The Supreme Court refused to reconsider its earlier ruling in the Partmar case.

On Feb. 8, the high court ruled 5 to 2 that Partmar was not entitled to a further trial on its damage claims against Paramount. Partmar early this month asked for a rehearing on the case, and today the justices denied the rehearing petition. Justices Jackson and Clark, who abstained in the original decision, took no part in passing on the rehearing application.

Theatres Can Use Old Tickets After April 1

Even though the Reed Bill reducing admission taxes 50 per cent has yet to pass the Senate and be signed by the President, the Council of Motion Picture Organizations has obtained a ruling from the Treasury making it easier for exhibitors to handle their tickets under whatever new rate of taxation the bill may eventually provide.

This was accomplished yesterday when Robert W. Coyne, COMPO special counsel, obtained a ruling from the Treasury that exhibitors may use their present form of tickets on and after April 1 provided they stamp on each ticket the new admission price and new amount of tax as provided in the law yet to be enacted by Congress.

Coyne said he acted in response to numerous inquiries from exhibitors throughout the country. By long distance telephone and telegrams they said it would be impossible to get new tickets printed in time, if the proposed change in tax rates is to become effective April 1, as the Reed Bill provides.

Decca's $1,862,266 Net Aided by 'U'

Net income of Decca Records for 1953, including, for the first time, the income attributable to its interest in the undistributed earnings of Universal Pictures, amounted to $1,862,266, equivalent to $1.38 per share on the 1,354,158 shares of Decca stock outstanding at the end of the year. This was revealed here by Milton R. Rackmil, president of both Decca and Universal, in his annual report.

The net income for 1953, including

(*Continued on page* 5)

Streibert, Smith Will Meet With DeMille

WASHINGTON, Mar. 15.—Theodore C. Streibert, head of the U. S. Information Agency, and Andrew W. Smith, head of the agency's film branch, will leave tomorrow for Hollywood where they will confer with Cecil B. DeMille, chief film consultant for the overseas information program.

Streibert said he hoped the con-

(*Continued on page* 4)

Adelman Trust Suit Heads for New Trial

NEW ORLEANS, March 15.—A new trial for six distributor defendants in the Adelman anti-trust suit was ordered, under a recent ruling of the Fifth Circuit Court here.

The ruling in the long-drawn out litigation brought by Texas exhibitor I. B. Adelman was two-fold: 1. Distributors' petition for a rehearing other than Loew's and RKO Radio Pictures was denied; 2. Loew's and RKO Radio Pictures' petition for a

(*Continued on page* 4)

Postpone Schine Hearing to April 13

BUFFALO, March 15.—A motion by Schine Chain Theatres, Inc., to modify terms of its 1949 anti-trust decree ordering it to dispose of 25 theatres was adjourned today by Federal Judge John Knight to April 13 with the consent of U. S. Attorney John O. Henderson.

That is the date on which the chain,

(*Continued on page* 4)

Tax Bill Provides for One Cent On Each 10 Cents or Fraction

WASHINGTON, March 15.—The House-passed admissions tax bill doesn't reduce the tax quite the way that the Ways and Means Committee intended.

At present, the tax is levied at the rate of one cent for each five cents or major fraction. Chairman Reed (R., N. Y.) said his bill would change that to a tax of one cent for each ten cents or major fraction. But the bill actually makes the tax one cent for each ten cents or fraction—even if the fraction is only an additional penny.

Committee officials admitted they were surprised to find that this was the way the bill read, and suggested the Senate Finance Committee might fix it up.

Officials of the Council of Motion Picture Organizations said the error could be particularly important for small theatres and on children's admissions, and that they would call the situation to the committee's attention.

Hold Line

Senate Group Resists New Tax Reduction

Hearings Opened; Compo To File Formal Brief

WASHINGTON, March 15.—Senate Finance Committee chairman Millikin (R., Col.) is viewed as a major roadblock to the film industry's chances of getting greater admission tax relief in the Senate.

The House-passed excise bill, now before the Finance Committee, reduces the 20 per cent admission tax to 10 per cent and cuts many other excises as well. Members of the Finance Committee report privately that Millikin is urging his colleagues to make as few changes as possible in the House measure, and possibly to make no changes at all. The tax committee of the Council of Motion Picture Organizations is campaigning additionally for the exemption of the first 50 cents of each admission.

Exhibitors have been providing individual members of the Finance Com-

(*Continued on page* 4)

Technicolor Builds 6 Cameras for Para. VistaVision System

HOLLYWOOD, March 15.—Technicolor is building six VistaVision cameras, it was disclosed here today by Dr. Herbert T. Kalmus, Technicolor president.

Kalmus, exploring Technicolor's cooperation with Paramount in the development of Paramount's VistaVision process, said the new cameras will be built through modification of the same number of its regular three-strip cameras. Paramount intends that all

(*Continued on page* 4)

Will Use VistaVision For IAC's 'Girl Rush'

HOLLYWOOD, March 15.—The first independently produced picture to be shot in VistaVision will be "Girl Rush," high-budget musical starring Rosalind Russell and filmed by Independent Artists Corp., Frederick Brisson, president, today disclosed. The film will be released by RKO Radio. The decision to use the VistaVision system was arrived at over the weekend, Brisson stated, after inspecting several extra-area

(*Continued on page* 4)

Personal Mention

HENRY GINSBERG, producer, is in New York from Hollywood.

•

E. R. ZORGNIOTTI, president of Italian Films Export, USA, and executive vice-president of I. F. E. Releasing Corp., is due in New York by plane today from Italy.

•

RICHARD A. HARPER, M-G-M home office sales executive, returned here yesterday from Albany and Gloversville, N. Y.

•

ARTHUR PRATCHETT, Paramount Pictures Latin American division manager, returned here last night by plane from Mexico City.

•

MONTAGUE SALMON, JR., son of the managing director of the Rivoli Theatre here, will return to New York on March 26 from Japan.

•

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, has arrived in Hollywood from New York.

•

L. W. DAVEE, sales manager of Century Projector Corp., is in Englewood (N. J.) Hospital recuperating from an operation.

•

RICHARD HODGSON, president of Chromatic Television Laboratories, has returned to New York from San Francisco.

•

MRS. ERNA BOEDECHER, who with her husband operates the Maple Drive-In Theatre, Zanesville, O., has returned there from Europe.

•

MAURICE BARCK announces that he has acquired the financial interest of his brother, SAM, in the Park Auto Drive-In, Alliance, O.

•

E. K. O'SHEA, Paramount Pictures vice-president for distribution, will return to New York tomorrow from a tour of company exchanges.

•

NAT LEVY, RKO Radio Eastern-Southern divisional sales manager, left here yesterday for Charlotte, Atlanta, Jacksonville and New Orleans.

•

HOWARD DIETZ, M-G-M vice-president, left New York yesterday for the Coast.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has arrived in Dallas from Oklahoma City.

•

CHESTER FRIEDMAN, M-G-M field representative in Canada, will return to Toronto today from New York.

Warners Official Killed

Michael Shatin, 66, Warner Brothers supervisor of India, Singapore, Thailand and Indonesia, was among those killed at the weekend in a British Constellation airliner crash at Singapore. He joined Warners in 1937 as Japan manager and since 1946 was Far East supervisor. Prior to joining Warners, Shatin was with M-G-M.

Injunction Halts Conn. Drive-in

HARTFORD, March 15. — Judge Charles S. House of Litchfield County Superior Court has granted a permanent injunction restraining a Waterbury, Conn., group headed by theatre operator John D. Sirica from building a drive-in theatre on Litchfield Road, Watertown.

The injunction was sought by the town of Watertown and its property owners against Sirica, Eugene Lamphier, owner of the land on which Sirica proposed to operate a drive-in, and Fred Quatrano, general contractor, and sub-contractors.

The ruling climaxes an eight-month dispute between Watertown property owners and the Waterbury group.

$175,350 for Yates As Republic Head

WASHINGTON, Mar. 15.—Herbert J. Yates, as president of Republic Pictures, was paid $175,350 for the fiscal year ended Oct. 31, 1953, it was reported here to the Securities and Exchange Commission.

For the same period, it was added, Richard W. Altshuler, president of Republic Pictures International Corp., was paid $34,600. The Yates salary, it was explained, includes $100,000 accrued remuneration for the fiscal year, payment of which is deferred pursuant to the terms of the employment agreement of Oct. 19, 1950.

Golden to Represent U.S. at German Fair

WASHINGTON, March 15.—Commerce Department film chief Nathan D. Golden will represent the U. S. and speak at the 1954 International Photographic Fair and Trade Show at Cologne, Germany, next month.

Fair will be held from April 3 to 12. Golden, who was invited to attend by the German industry, will leave here March 30. Following the fair, he'll vacation on the continent for six weeks, returning at the end of May.

U.S. Producers Have 18 Pictures in Work

HOLLYWOOD, March 15. — American producers had 12 pictures shooting in this country and six elsewhere, for weekend, a total of 18, in consequence of starting three and finishing another.

Started: "Long Gray Line" and "Joseph and His Brethren," both in CinemaScope and Technicolor, Columbia; "Bowery Boys Meet the Monster," Allied Artists.

Finished: "Matchmakers," U-I.

Canada Exports Drop

OTTAWA, March 15.—Canadian exports of films amounted to only $217,000 during January this year compared with $424,000 during December; $415,000 during November and $373,000 during January last year, the Canadian government reports.

Expect MetroScope Unveiling Shortly

HOLLYWOOD, March 15. — Metro-Goldwyn-Mayer has developed a new horizontally-fed camera, it was learned here today.

A studio announcement of the new "ten-perforation" camera is expected sometime next week following the demonstration in New York of SuperScope. The M-G-M system is said to be called MetroScope.

Bad Weather Is Still Hurting Chi. Grosses

CHICAGO, March 15.—Unfavorable weather continues to damage the box office here, with most theatres dropping to below normal grosses. Several first runs, such as the Monroe, sloughing off to a dull $3,500 in the second week of "Saadia"; the McVickers, sliding to under $11,000 with "Crime Wave" and "Duffy of San Quentin," also in its second week, and the Loop, falling below $7,500 in the third week of "The Man Between," were way off.

"Saskatchewan" and "Gun Fury," topped $24,000 in a big first week at the Roosevelt; "This Is Cinerama," showed real endurance in chalking up $33,500 for its 33rd week at the Palace. At the State Lake, "Rose Marie" is down to a disappointing $27,000 in its second week at the Chicago, while "Beat the Devil" and "Man in the Attic" are holding up well and heading for an $18,000 second week at the United Artists.

"The Conquest of Everest" is disappointing in its second stanza at the Ziegfeld, pointing for a modest $3,500, but "Go, Man, Go" should hit over $14,000 for its one-week stand at the RKO Grand. The Woods and Oriental, both featuring CinemaScope pictures, are doing $16,000 in the fourth week of "Hell and High Water" and $21,000 in the third week of "New Faces," respectively.

Georgia-Alabama Meeting May 9-11

ATLANTA, March 15. — The seventh annual joint convention of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatre Association has been set for the Biltmore Hotel here on May 9-11. J. H. Thompson, president of the Georgia association, and R. M. Kennedy, head of the Alabama group, will be co-chairmen of the general program committee.

Thompson said that members of all theatre organizations in the Southeast would be invited to attend the sessions.

William A. Olin Dead

BUFFALO, March 15.—William A. Olin, of Kenmore, N. Y., who for many years conducted a film delivery service in this area, is dead following an illness of many months. His widow and a son, Robert P. Olin, will continue the business.

UK Technicians May Halt All Production In Laboratories

LONDON, March 15.—Two thousand members of the Association of Cine Technicians defied an employer's threat to dismiss union technicians from laboratories which process British and American motion pictures and newsreels next Friday unless they dropped alleged restrictive practices.

The union is enforcing a non-overtime rule to promote its demand for a weekly raise of 30 shillings, a 40-hour week and a "closed shop." The ACT claims that the employers have refused to negotiate.

The Film Laboratories Association decided to give notice of dismissal to the film technicians and to close down pending the abandonment of the obstructive tactics.

With the exception of British Movietonews, all the reels, including the British Broadcasting Corporation's television newsreel, are processed at the labs involved in the dispute. However, it is understood that Movietonews will not produce if the other laboratories shut down.

Now Planning Next Toronto Trade Show

TORONTO, March 15.—Plans for the second annual film-business show here next November were discussed at a mid-year executive meeting of the Motion Picture Industry Council of Canada with chairman A. J. Mason of Springhill, N. S., presiding.

The first trade show, staged last fall, was sponsored by the Motion Picture Theatres Association of Ontario, but it is now planned to place the fair on a national basis. Officers attending the meeting here were Dave Griesdorf, R. W. Bolstad, Arch H. Jolley and Chairman Mason.

'Haste' to Bow Mar. 25

The world premiere of "Make Haste to Live," Republic's suspense drama co-starring Dorothy McGuire and Stephen McNally, will take place at the Victoria Theatre here on March 25.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

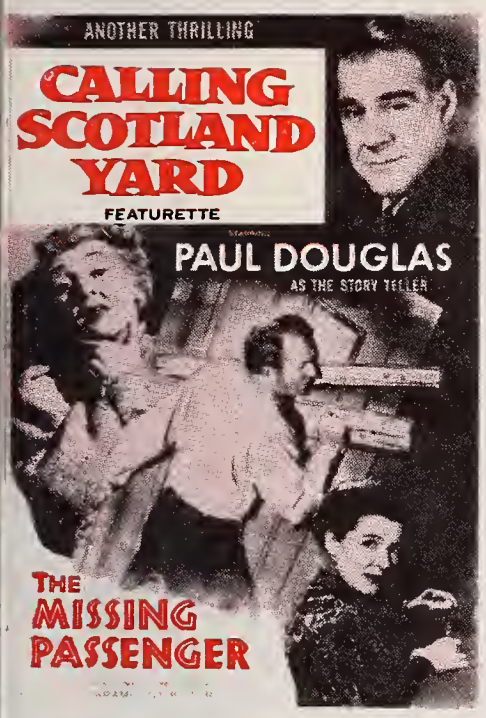
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Color by Technicolor - An M-G-M Picture
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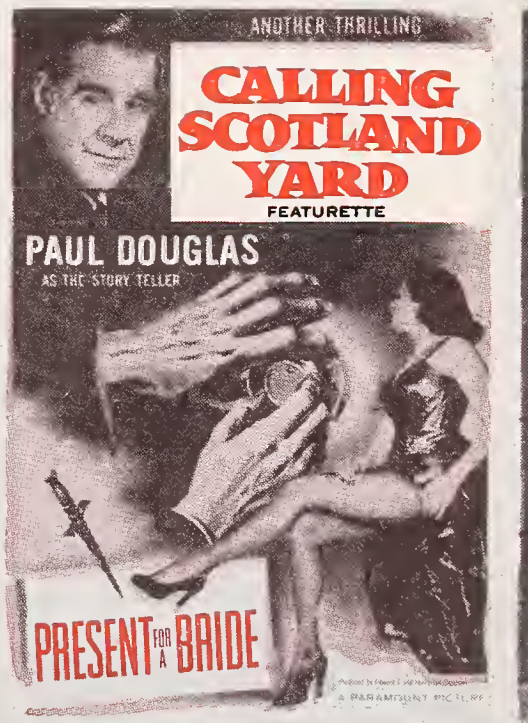












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Paramount Pictures

Ticket Tax

(Continued from page 1)

mittee with COMPO's figures on the number of theatre closings and on the fact that 4,820 theatres out of 6,280 now in the red would not be saved by the House-passed bill. Pat McGee, co-chairman of the tax committee, arrived today to work on Colorado's two senators, Millikin and Johnson (D., Col.), who is also a member of the Finance Committee.

COMPO to Cite Statistics

COMPO hopes to file its formal brief with the Finance Committee either late tomorrow or early Wednesday. Special counsel Robert Coyne said it would be confined to pointing up the statistics which have already been given informally to the individual committee members.

The Finance Committee opened its hearings today, and the perfunctory hearing given most of the witnesses made it pretty clear that the committee does not plan to change the House-passed bill too greatly. To one witness seeking greater tax relief, Millikin flatly declared: "Come back next year."

Both Millikin and Sen. George (D., Ga.), ranking Democrat on the committee, assured witnesses that no matter what happened with the excise bill this year, the Congress would take another look at the entire excise picture early next year.

Glen McDaniel, president of the Radio-Electronics-Television Manufacturers Association, urged that the 10 per cent tax on television sets and other appliances be reduced to seven per cent, either this April 1 or next April 1. Millikin told him that the House had not acted "carelessly" and had deliberately decided to cut all excises over 10 per cent to that level and is planning to do more at the present time.

VistaVision for IAC

(Continued from page 1)

photographing processes, and after conferences with Floyd B. Odlum, who is a member of the Independent Artists board of directors.

Company spokesman said two VistaVision cameras will be constructed to film production. The picture will be filmed in conformity with SuperScope specifications, so that it can be spread to aspect ratios as high as 3-to-1, if desired, with SuperScope lenses.

Schine Hearing

(Continued from page 1)

its officers, several subsidiaries and other individuals including Common Council President Elmer Lux must answer show cause orders granted the government on why they should not be held in contempt of court for failing to obey the 1949 decree.



Brandt to Add Theatres

(Continued from page 1)

competition in the New York area has been reached.

¶ The belief that big-screen theatre television will prove a boon to exhibition.

¶ The belief that "whatever the product shortage there is" at present it is a "temporary one."

¶ The promise of admissions tax relief.

These and other factors were listed by Brandt for building his circuit to 132 theatres, which he said are now "owned" by Brandt Theatres, and for future expansion along the Atlantic Seaboard. The 132 theatres, Brandt said compares to the low of 111 Brandt houses in 1953 and the high of 153 in 1946.

Bought 3 Times Square Units

The Brandt circuit, in its acquisition of 21 theatres bought 18 Northern New Jersey houses, one house each in Astoria, L. I., Yonkers, N. Y., and Stamford, Conn. In addition, the circuit has acquired the Rialto on Broadway and the Bryant and Empire Theatre along 42nd Street here.

Brandt, who described over-all exhibition conditions as "normal" today in the sense that it is a good time for an "alert" exhibitor to build for the future, said he was heartened by his recent two-week trip to the Coast. "I saw more good product at every studio that I visited than in any of the many trips that I have made to the Coast," he declared.

"There will be a product shortage," Brandt continued, describing this "temporary" condition both "good" and "bad." "It means," the circuit executive forecast, "the eventual death knell of double features which has always been a cancer to the motion picture business. I don't know of any feature that can be added to such pictures as 'The Robe,' 'From Here to Eternity,' 'Knights of the Round Table,' or 'The Long, Long Trailer' which would create better entertainment without giving the film going public a 'stomach ache'."

As to his own circuit, Brandt said, "we're taking the second feature out with any picture that can stand alone." Until the various modes of production are stabilized, an ingenious exhibitor can find pictures to book in this "temporary" situation, Brandt declared, adding his forecast that later the law of "supply and demand" will rule the product situation.

On the "variety" theme, Brandt, who is also president of the Independent Theatre Owners Association of New York, said that motion picture theatres now and in the future will offer theatre TV, Cinerama, CinemaScope, VistaVision, 3-D occasionally and many good conventional films. "You have to but see VistaVision on the screen to know it marks one of the greatest advances in motion picture photography since the advent of the industry." He was equally enthusiastic about the variable anamorphic Tushinsky lens which he also saw demonstrated on the Coast.

Brandt, who has already equipped 31 of his houses for CinemaScope and plans to equip all but "fringe" houses with all-purpose equipment by the end of 1954, maintained that the various new media, including 20th Century-Fox's CinemaScope and Paramount's VistaVision, are "non-competitive." "God bless them both," he exclaimed. He forecast that some theatres may choose to be the exclusive run for Paramount's VistaVision pictures, while other houses may be CinemaScope theatres, all to the health of the industry as a whole.

He was strong on the need for stereophonic sound, predicting that producing companies will follow 20th-Fox's example in using sterophonic sound once the "new sound dimension" is explored and exploited more fully in future productions. The optical sound systems employed and to be employed by studios is considered by Brandt a poor second as compared to true stereophonic sound.

Wants New Code

Expressing his sentiments on the Production Code, Brandt called it "outmoded" and "oppressive," claiming that, in the past, it has done "a wonderful job" for most of the years in the business. He emphasized the need for a new code, maintaining that the industry cannot subsist without one. The new code, he said, should be written by production, distribution and exhibition representatives, and should maintain principles of "high morality," "humility," and be "stringent" as to banning indecency and any picture that preaches religious discord or blasphemes any religious group.

Ampex

(Continued from page 1)

said, and will deliver true stereophonic sound in a car.

One speaker will face directly towards the rear of the car with the other two facing the windshield. Mounted on the dashboard by hooks, the sound waves will bounce off the windshield and circle inside the automobile surrounding the car audience, Mahon said.

No price has yet been set for installation in various size drive-ins, Mahon continued. "Not counting labor, it will run about $25,000 for a 500 to 750 car outdoor theatre," he said. The present wiring in drive-ins could be utilized in some cases, Mahon added.

At present Ampex has three teams of engineers surveying California, and the Midwest conferring with drive-in operators of various size theatres to determine installation costs, Mahon said.

This stereophonic speaker unit, Mahon said, will require an extra power amplifier in the projection booth.

Streibert and Smith

(Continued from page 1)

ferences would produce greater industry aid both in the production and distribution of the agency's films. He said he was looking forward to the production of more films on contract in Hollywood and also for increasing commercial distribution overseas of USIA films.

RKO Planning Fight In Chicago to Lift 'French Line' Ban

CHICAGO, March 15. — RKO Radio's plans for further action to lift the Chicago ban on exhibition of "The French Line," barred by Police Commissioner O'Connor after being passed by the censor board, have been formulated by Pope and Ballard, Chicago attorneys for the film company, and now are under scrutiny of the company's legal departments in New York and Los Angeles. The main point of contention at the moment seems to be in which court to press action after the refusal of last week by Judge Padden of the Superior Court of Cook County to grant RKO's request for an injuction against the City of Chicago, Commissioner O'Connor, Mayor Kennelly and the Woods Theatre to enjoin them from preventing exhibition of the picture as orginially contracted for by the Woods.

Technicolor Builds

(Continued from page 1)

the pictures it makes this year in color shall be in VistaVision with color by Technicolor, Kalmus stated.

The Technicolor president, who saw the demonstration of VistaVision a few days ago, said that he and his associates "have never before seen pictures on so large a screen with such clarity, smoothness, visibility and freedom from grain and with full preservation of magnificent color values."

Kalmus went on to point out that the VistaVision demonstration embodied only one of the three phases of improvement upon which Technicolor is working. It embodied the increased negative area due to the "eight perforation VistaVision procedure," but not the improved matrix stock nor the improved positive print raw stock, both of which should further improve the clarity, smoothness, visibility and freedom from grain of Technicolor prints with full preservation of their color values, he stated.

Slight Modification Necessary

With slight modification of its standard laboratory equipment, Kalmus said, Technicolor can process footage shot with VistaVision cameras, or with any other camera employing an increased-area negative. In addition, he went on, Technicolor can do it faster and more economical than it can be done by any other method he is familiar with.

Adelman Suit

(Continued from page 1)

rehearing was granted and in addition, judgment in favor of Loew's and RKO was affirmed, dismissing them from the action.

Distributor defendants sought a rehearing following the court's reversal of a lower court's decision in favor of the defendants. The rehearing was sought by the eight majors and in addition, Loew's and RKO filed separate petitions for a rehearing, the latter petitions being granted in the Circuit Court's ruling.

Adelman operates the Delman in Dallas and the Delman in Houston. The original complaint listed Texas Interstate and Texas Consolidated circuits as defendants, but in court rulings, they were dismissed from the action.

Decca's Net

(Continued from page 1)

dividends from Universal but not including any share of the undistributed earnings of the film company, amounted to $1,240,438, or 92 cents per share of the 1,354,158 shares outstanding. These earnings compare with $933,265, or 90 cents a share, for 1952 when only 1,035,533 shares were outstanding.

"In short," Rackmil said, "notwithstanding the 318,625 more shares of Decca stock outstanding at the end of 1953, earnings per share in 1953 were larger than in 1952. Our share of Universal's net earnings and of its profits distributed by way of dividends will be larger in 1954, because our present full holdings of approximately 67 per cent of the common stock of Universal were not achieved until January of this year."

Rackmil observed that Universal's earnings for the first quarter of the current fiscal year are at a considerably higher level than in the previous year, and that the company will, in addition, enjoy in 1954 a substantial benefit from expiration of excess profits taxes.

Reserve Decision in Decca-Lloyd Suit

A decision was reserved on the George Lloyd motion to examine the books and records of Decca Records, Inc. here yesterday in New York Supreme Court.

Justice Morris Eder, in reserving judgment, said that he would expedite his decision. Lloyd, a former Decca director, is spearheading a proxy battle against the present management under president Rackmil's aegis.

Wohl Republic Winner

Republic's "Man Of The Month" award for February has been won by New York branch manager Joseph Wohl. Wohl is the fifth branch manager to receive this monthly award, which is based upon accomplishments in branch operation, showmanship, and community effort. Honorable mentions went to branch managers Nat Wyse, Memphis; George Kirby, Cincinnati; Robert F. Withers, Kansas City; Jules Livingston, Cleveland, and Pittsburgh salesman Ike Sweeney.

Sanders to Chromatic

Chromatic Television Laboratories, a subsidiary of Paramount Pictures, developers of the Lawrence color television tube (Chromatron), has appointed Sol Sanders director of public relations and advertising.

Sheraton Hotels in TV Circuit Drive

A six-city closed circuit television hook-up will be staged by the Sheraton Hotel chain today, highlighting a message on what hotels can offer to business groups interested in large-screen telecasts. The preview showing, which was seen in some quarters as directly in competition with theatre TV, will be demonstrated at 4:00 P.M. at the Park Sheraton Hotel here. Box Office Television, Inc., will handle inquiries.

Television--Radio

with Pinky Herman

WITH the receipt of five new orders plus two contract extensions, the NBCo-op TV'er, "Today" now is doing a selling job for 60 sponsors. . . . Nine-year-old Billy Gerhardt, who spent most of his life in Heidelburg, Germany, where his GI father was stationed, is really seeing his native America thanks to the sponsor and producer of "On Your Account," NBC-TV program, who have arranged to pay all expenses of the lad's cross-country itinerary. . . . Formerly a Shakespearean actor with numerous occasions when he spake (poet's license) the immortal line, "There's a destiny that shapes our ends," announcer Carl Caruso himself was tapped by destiny for some (odds) and ends because today Carl gives with the ENNDS commercials on the WABC-TV film features seen daily at 6:30 p.m. and 11:15 p.m. (All's well that Ennds well.)

☆ ☆ ☆

Tuned in Sunday nite at 10 to the Ed Wolf Production, "Break the Bank," on ABChannel 7 sponsored by Dodge, and witnessed a thoroughly enjoyable program. Bert Parks' talents were amply displayed as he danced, sang, quipped (assisted by Johnny Olsen and Janis Gilbert) his way through the proceedings, thus presenting, instead of an out-and-out audience-participation program, rather a variety show that most certainly rates the nite time slot. . . . Stark-Layton offices humming with activity these days with Kathi Norris' stints for General Electric, production schedules on "Colonel Humphrey Flack" (co-starring Alan Mowbray and Frank Jenks), "Rocky King, Detective" (Roscoe & Todd Karns) and a new half-hour situation comedy, "The Sergeant and the Lady," starring Jayne Meadows which will make its TV debut as a summer-replacement.



Ed Wolf

☆ ☆ ☆

Horace McMahon has been signed to play a detective in Harriet Parsons Production comedy, "Susan Slept Here," currently in production for RKO. . . . Sammy Kaye and his ork open at the Astor Roof May 24 for the summer. Maestro Kaye's "so you want to lead a band" gimmick is a natural for a TV series considering the colorful roof garden setting. . . . Now that he's graduated from Duke U., Bobby McGuire, who made his radio debut in 1946 as the first juve panelist on "Twenty Questions," is back on the program with his parents (Florence Rinard and Fred Van Deventer.) . . . William Berke, former vet producer at Republic Studios, has been named producer-director of the "Joe Palooka" telefilm series by Reub Kaufman, president of Guild Films. . . . Glenn Rowell, who, with Gene Carroll made up the great radio team of "Gene & Glenn," 20 odd years or so ago, has returned to Cleveland where he is doing 15 TV programs weekly over WNBK, five shows a week on radio and soon will add another dj series over WHK. (Yep, the old timers seem to be made of sterner stuff.)

☆ ☆ ☆

Pretty Mary Kelly, associated with the "Today" series TVia NBC, back from a combined vacation-business trip to Hollywood. As a result of her visits to the studios there, look for a parade of interesting film 'names' to guest on the program, starting with Samuel Goldwyn, tomorrow. . . . Capt. Jim Wilson, pilot, big game hunter and head of the newly-formed Safari Productions, will leave this summer for East Africa to film a series of telefilms titled, "The White Bowhunter," in color and Cinescope. . . . Lee & Lorraine Ellis (and their dog Mr. Wiggles) left WINZ, Miami, and are currently doing a daily stint over KOMU-TV, Columbia, Mo. . . . Three former RKO execs, Joseph Smith, Frank Smith and Harry M. Pimstein, have formed Cinema-Vue Corp. to distribute telefilms and properties of Trans-American Broadcasting & TV Corp..

☆ ☆ ☆

DOTS ALL . . . Fred Waring and his Pennsylvanians will tour New England, upstate New York, Penn. and Canada, following their Easter CBSunday telecast. . . . Edward Arnold's Mon. thru-Fri. "Spotlight Story" (10:15-10:25 p.m.) via WOR-Mutual, starts next Monday. . . . Your reporter is off for a two-week cruise on the S.S. Atlantic (Home Lines) Friday and the next two pillars will be authored by Max Liebman ("Your Show of Shows" producer) and Sid Caesar, respectively. Hasta La Vista.

Closed Circuit Video Hookups Planned For Business Parleys

Business conferences between New York and Chicago by a two-way closed television circuit will start shortly on a regular basis, Irvin P. Sulds, president of Business Television, Inc., announced here yesterday during an address to the Advertising Men's Post of the American Legion.

The new service will be called Television Conference Call, the former closed circuit consultant to the American Broadcasting-Paramount Theatres, said. Other cities will be added to the service as the demand indicates, Sulds added.

Will Link N. Y., Chicago

Using a newly developed RCA TV eye television cameras which can be operated by remote control in fixed positions, the service will tie together hotel conference rooms in New York and Chicago. The conference could be arranged for individual use through regular TV receivers or enlarged to take care of groups of three or four hundred through RCA large screen projection type sets which will be installed by Business Television.

The company will also operate, Sulds said, in the industrial field by providing equipment and servicing and network operation for industrial groups on an inter-plant and inter-city basis. Industrial television is now used for a variety of purposes by banks, police departments, laboratories, railroads, and others, Sulds said.

Urges All Media Fight Censorship

A united front of all mass communications media against government censorship was urged here last night by Phil O'Brien, consultant to the Motion Picture Association of America, in an address before a meeting of the Radio and Television Executives Society.

He suggested the formation of a committee composed of representatives from all media for the purpose of actively organizing opposition to government censorship and in support of self-regulation in the respective media.

Lineup Acquired by Rubin For N. Ohio

CLEVELAND, March 15.—Bernie Rubin of Imperial Pictures has acquired for northern Ohio distribution three Randolph Scott reissues originally released by 20th-Fox and the following new product: "Turn the Key Softly," "Three Steps to Murder," "Folly to Be Wise," "The Horse's Mouth," "Pickwick Papers," "The Cat Woman of the Moon" and a musical package of two streamlined operas in color, "La Traviata," Verdi, and "Cavalleria Rusticana," by Mascagni.

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COMPO's Case

Seek Senate OK of 50-Cent TaxExemption

Warns That 4,820 Houses May Be Forced to Close

WASHINGTON, March 16.—Complete tax exemption for motion picture theatre tickets costing 50 cents or less is needed to save thousands of small theatres from closing their doors, the Senate Finance Committee was told today.

The statement was made in a brief filed by Pat McGee and Col. H. A. Cole, co-chairmen of the tax committee of the Council of Motion Picture Organizations. The Finance Committee is holding hearings on the House-passed excise tax bill, which reduces the admission tax from 20 per cent to 10 per cent.

The Finance Committee will probably wind up its hearings today with testimony from Treasury Secretary Humphrey. Chairman Millikin (R., Colo.) hopes to have a bill reported by Friday and up on the Senate floor early next week.

Most of the brief, four-page
(*Continued on page 6*)

Selznick to Produce Edison Tribute on TV

David O. Selznick will produce on Sunday, Oct. 24, what is said to be an unprecedented, two-hour, multi-network television show marking "Light's Diamond Jubilee," which will pay tribute to the electrical industry and to the invention, 75 years ago, of the incandescent lamp by Thomas Alva Edison. The contract with Selznick was signed this week by the Light's Diamond Jubilee Committee
(*Continued on page 4*)

Censor Bill in N. Y. Favorably Reported

ALBANY, N. Y., March 16.—The Senate Public Education Committee today favorably reported the Brydges bill defining "immoral" and "incite to crime" in the state licensing law. Sen. Earl W. Brydges, committee chairman, said later "there will be some debates" when the measure reaches third reading Thursday. This seemed to indicate the committee vote was not
(*Continued on page 5*)

N. Y. Will See VistaVision

HOLLYWOOD, March 16.—A large-scale demonstration of Paramount's VistaVision system in New York is being planned here at the Paramount studio, with Leon L. Ryder, head of the studio's engineering staff, set to leave for New York.

Ryder, it is understood, upon reaching New York, will select the theatre for the demonstration, aimed at attracting large groups of exhibitors in the East. Ryder's departure will come just a few days after the slated departure either tomorrow or the next day of Barney Balaban, Paramount president, who arrived here in conjunction with the Coast demonstration of VistaVision.

Meanwhile, in response to inquiries, Ryder in a statement claimed that "only by the VistaVision process is it
(*Continued on page 4*)

Schiff and Sack File In RKO-Hughes Suit

WILMINGTON, Del., March 16.—Briefs were filed here today by parties concerned with a suit in chancery court to stop the purchase by Howard Hughes of RKO Pictures Corp. assets. One intervenor, Milton Friedman, reversed his deposition in the suit, while two asked the court to stop the sale.

Harry J. Halperin, for the plaintiffs Louis Schiff and Jacob Sack, contended that the Hughes offer was grossly inadequate; that RKO, after making money from 1943 to 1948, lost
(*Continued on page 5*)

S.B.C. Hits Pre-Releases

RIGID ENFORCING OF DECREE ASKED

Annual Report Scores Justice Dep't Views on Film Pricing Methods

By J. A. OTTEN

WASHINGTON, March 16.—The Senate Small Business Committee issued a report sharply critical of the dangers to the independent exhibitor inherent in the pre-release system and other distributor trade practices.

The report also slapped the Justice Department's Anti-Trust Division for approving the "flat sum" method of pricing pictures and for other recent interpretations of the Paramount consent decrees. It urged the Division to adopt a vigorous program of "enforcing the spirit as well as the letter" of the consent decrees.

These comments came in the committee's annual report for 1953, filed by Chairman Thye (R., Minn.) today. The remarks on film industry trade practices, which covered about eight pages of a 170-page committee report, were follow-ups of a report filed last summer by a subcommittee headed by Sen. Schoeppel (R., Kans.). That earlier report, issued after exten-
(*Continued on page 4*)

4 Drive-ins Ready With 'Scope Units

Four drive-ins, fully equipped for CinemaScope, including stereophonic sound installations, are slated to open within the next ten days.

They are: The Motor-VU, Salt Lake City; Claude Ezell Associates' drive-ins of Corpus Christi and Dallas, in addition to the Twin Drive-in, Chicago.

'U' Quarterly Net Hits 8-Year High; Earns $772,979

For the 13 weeks ended Jan. 30, Universal Pictures achieved its highest quarterly net profit since 1946, reporting consolidated net earnings of $772,979 after provision of $800,000 for estimated Federal income and excess profits taxes. This compares with consolidated net earnings of $475,888 for the corresponding 13 weeks of the previous fiscal year, after provision of $675,000 for estimated Federal taxes.

After deducting dividends on the preferred stock, net earnings for the
(*Continued on page 4*)

N.E. Drive-ins Hit 20th 'Scope Policy

BOSTON, March 16.—Twentieth Century-Fox's insistence on stereophonic sound before releasing its CinemaScope pictures to drive-ins was hit by the New England Drive-in Association.

In an open letter to 20th-Fox president Spyros P. Skouras, the association called the policy "arbitrary, unfair and unwarranted." The letter,
(*Continued on page 4*)

IATSE Convention Set for Cincinnati

NEW ORLEANS, March 16.—Cincinnati has been selected as the 1954 convention city of the IATSE by the board of directors in session here. The convention will be held the week of Aug. 9.

At the opening session yesterday, two new vice-presidents of the IA were elected. They were Al Johnstone of New Orleans and William Donelly of Minneapolis.

Protests Methods

Mayer Charges Censorship Bills Being 'Railroaded'

Arthur L. Mayer, Independent Motion Picture Distributors Association president, charged yesterday that the legislative committee in Albany concerned with the proposed bills to tighten state censorship of motion pictures were railroading the measures without proper consideration. He had been notified by Sen. Earl W. Brydges, chairman of the Senate Education Committee, that there would be no Senate hearings on the bills and that he had been requested to submit a brief. In reply, he wrote to Senator Brydges that failure to hold hearings on such legislation was not "in accord with our democratic processes."

IMPDAA also was not given an opportunity to express its opposition to the proposed new film censorship at the hearing held last week by the Assembly Judiciary Committee, Mayer said. In response to Mayer's request for a chance to be heard on the bills, Assemblyman Justin C. Morgan of the Assembly Judiciary Committee advised him that it had been agreed that Philip O'Brien, representing the Motion Picture Association would speak for all interested parties. Actually, IMPDAA had never been consulted nor had it agreed to any such arrangement, it was stated.

In his letter to Senator Brydges,
(*Continued on page 5*)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, left here yesterday by plane for London and the Continent.

•

RAY BROWN, JR., formerly theatre manager for the Washington circuit in Cleveland and more recently advertising manager for the Akron Co-op Shopping Center, has been named merchandising manager for the 32-store Eagle Supermarkets, with headquarters in Cleveland.

•

JAMES OCHS, former U. S. Marine and son of HERBERT OCHS, operator of a drive-in theatre circuit in Canada, will be married in Cleveland on May 29 to MARY KILBANE.

•

T. KELVIN MALLEN, chairman of the board of the Ampex Corp., has left Redwood City, Calif., on a trip to Central and South America.

•

GEORGE BAILEY, M-G-M office manager in Cleveland, has recovered from an illness which confined him to his home for two weeks.

•

WOODROW WIRSIG, editor of the "Woman's Home Companion," will leave here shortly for his annual visit to Hollywood.

•

EVIE JOHNSON, wife of VAN JOHNSON, will arrive in New York tomorrow from Miami and will leave here Saturday to join her husband in Paris.

•

MORRIS KEPPNER, partner in the Burnside Theatre Corp., East Hartford, Conn., has been recuperating there from surgery.

•

CAROLINE STUMAN has succeeded AL SCHWARTZ as Paramount exchange cashier in Cleveland.

•

LOU COHEN, of Loew's Poli, Hartford, and MRS. COHEN have returned there from Miami.

•

IRVING GRANT, one of the owners of the Northwood Theatre, Baltimore, has returned there from Hawaii.

•

DAVID LANDAU has been named head of the foreign audit division of Samuel Hacker & Co., industry CPA's.

Joseph Tushinsky to N.Y.

HOLLYWOOD, March 16. — Joseph Tushinsky, co-inventor of SuperScope, left here today by plane for New York to complete preparations for demonstrations of his system at the RKO 86th Street Theatre, Monday and Tuesday.

Vistarama for Dudley

HOLLYWOOD, March 16.—Carl Dudley has announced that he has set July 15 for the starting date for "Round the World Weekend" which Dudley Pictures Corp. will produce in color and Vistarama for major theatrical release.

Robbins Reelected Cinema Lodge Head

Burton E. Robbins, executive of National Screen Service, was reelected president of New York's Cinema Lodge of B'nai B'rith for a second term at a meeting held at the Hotel Astor here last night. He thus becomes the third Cinema Lodge president in the 15-year history of the lodge to hold office for more than one term. The others were Martin Levine and Albert A. Senft, a three-time president.



Burton Robbins

Newly elected as vice-presidents were Max Youngstein, vice-president of United Artists; Norman Robbins, twin brother of Burton and NSS executive, and Jack Weissman, industry accountant.

Reelected as vice-presidents were Marvin Kirsch, Milton Livingston, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde and Lou Wolff. Jack Hoffberg was reelected as treasurer; David Kelton as secretary and Martin Levine as chaplain. Elected as trustees were Moses L. Kove and Joseph Maharam. Reelected as trustees were Max Blackman, Julius Collins, Harold Danson, Louis Novins and Arthur Schwartz.

Lodge Film Shown

Featured at the meeting was the showing of a new 20-minute film dealing with the activities of B'nai B'rith's Hillel Foundation and titled "I'm From Missouri." It was produced by Martin Levine, George Hoffman and Walter Klee under the sponsorship of Cinema Lodge and Midtown Lodge of B'nai B'rith. Principal speaker of the evening was Rabbi Charles E. Schulman of the Riverdale Temple.

Plans for Cinema Lodge's new "Al Senft Membership Drive" in all branches of the entertainment industry were disclosed at the meeting. The drive will get underway on April 1 and continue through March 31, 1955.

Installation of the new Cinema Lodge officers will be held late next month.

'Laramie' First from Goetz for Columbia

HOLLYWOOD, March 16.—"The Man from Laramie," starring James Stewart and in color by Technicolor, will be the first William Goetz Productions' picture for Columbia release, the studio announced today. Frank Burt will do the script, based on the "Saturday Evening Post" serial of the same title, with camera work scheduled to start in September. "Dawn in the Sky," previously announced as the first Stewart starrer from the Goetz unit, will not be made until 1955.

Also scheduled from Goetz for this year are an untitled Danny Kaye starrer and an as yet unannounced third production, the studio said.

'Beat' Premiere Plan Pays Off: Heineman

The opening of "Beat the Devil" in 70 neighborhood theatres here, rather than at a single Broadway first run, is paying off, according to W. J. Heineman, United Artists vice-president and distribution head.

"The response to the saturation premiere of 'Beat the Devil,'" Heineman declared, "confirms our belief that patrons appreciate an opportunity to see a top quality, first-run feature at their neighborhood theatres. Because of the success of the city-wide day-and-date premiere, United Artists plans to employ a similar booking arrangement in the future for selected releases with equal marquee strength and popular appeal."

File $3,015,000 Suit Over 'Riot' Material

Charging that "Riot in Cell Block 11" was pirated from their own material, writers Peggy and Walter McGraw yesterday filed suit for $3,015,000 against Walter Wanger, Allied Artists Productions and Monogram Pictures in New York Federal Court.

The McGraws claim that Wanger had discussed the use of their material from a radio program, "The Challenge of Our Prisons," which they wrote and produced, and also material from their forthcoming book, "Assignment, Prison Riot." They alleged that Wanger agreed to pay them $15,000 plus 20 per cent of the profits of the picture, but that they received no remuneration.

TV Rights in Air For IBC Title Bout

No decision has been reached on whether the heavyweight championship bout between Rocky Marciano and Ezzard Charles, June 17 at the Yankee Stadium, will be televised on a closed theatre TV circuit, Ned Irish, vice-president of Madison Square Garden, said yesterday.

The International Boxing Club is reported seeking a $155,000 minimum for the theatre TV rights. This is said to represent the highest minimum guarantee ever sought by the IBC for a title fight.

Goldwyn, Jr., Starts New TV Series Today

HOLLYWOOD, March 16.—Photography of the first film in Samuel Goldwyn, Jr.'s, new television series, "The Unexplained," will begin tomorrow at the Samuel Goldwyn Studios. Goldwyn, formerly a producer for the Columbia Broadcasting System, recently set up his own company, Westward Productions, Ltd.

Introducing 'Cosmorama'

HOLLYWOOD, March 16.—Robert Fellows today added "Cosmorama" to the mounting array of technological titles, incorporating Cosmorama, Inc., for $25,000. Fellows told inquirers, however, that Cosmorama is entirely experimental and does not aim to compete with any of the existing systems or processes.

Thanks Theatres for Dimes Drive Aid

The appreciation of the National Foundation for Infantile Paralysis for exhibitors' cooperation in the 1954 March of Dimes was expressed yesterday by Basil O'Connor, Foundation president.

"Through your theatres and your cooperation you have enabled the American people to join in one of the greatest fights ever staged against a single disease," O'Connor said. "They have responded with generosity."

Chicago Rockne Sues Warners and B&K

CHICAGO, March 16.—A suit accusing Warner Brothers and Balaban and Katz Theatre Corp. of conspiring to prevent the Rockne Theatre from taking pictures away from the B. & K. State, even though the Rockne bids are higher and "offered more favorable terms," was filed here today in U. S. District Court by attorney Richard Orlikoff on behalf of the Melbro Amusement Corp., operating the Rockne.

The suit, seeking injunctive relief that would require Warner's to license pictures to the Rockne at "fair and reasonable" film rentals, also alleges that the Rockne has not been given the opportunity to screen Warner releases before bidding on them and that the company has been making "circuit deals" with B. & K.

The case has been assigned to federal judge Sam Perry, but the date of the hearing has not been announced.

Also pending at the moment is the Rockne suit asking injunctive relief from alleged forcing by 20th Century-Fox and Loew's, Inc., of single-featuring of their CinemaScope releases.

Sheraton Hotel Has Closed TV Hook-up

The use of hotels for business conferences and stockholders meetings was highlighted on a six-city closed circuit television hook-up at the Park Sheraton Hotel here yesterday.

Box Office Television, Inc., exclusive representative for the Sheraton Hotel chain in the closed circuit TV field, organized the conference which was seen in two cities and heard in six. Two-way video was established between Washington and New York with six-way audio between Boston, Detroit, Chicago, Baltimore, Washington and New York.

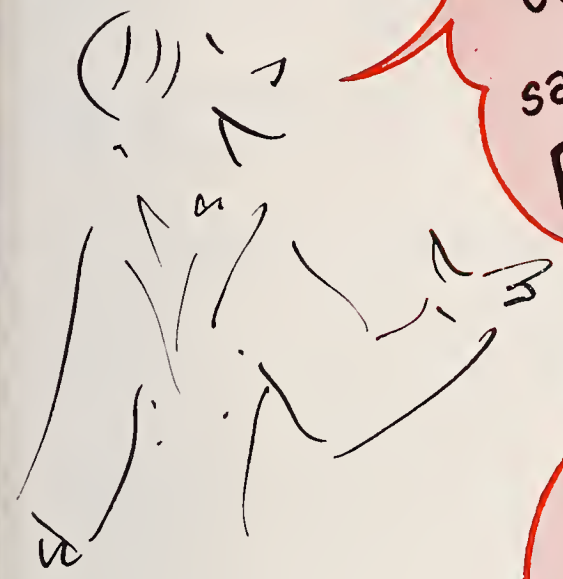
R. S. Damon, president of Trans World Airlines, Carl W. Badenhausen, president of P. Ballantine & Sons, and Alfred L. Hammell, president of Railway Express, were among the speakers in this Sheraton closed circuit conference.

'Jungle' April 2

"The Naked Jungle," produced by George Pal for Paramount, will open on April 2 at the Mayfair Theatre here.

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WALTER PIDGEON · SHELLEY WINTERS · PAUL DOUGLAS · LOUIS CALHERN
with **DEAN JAGGER · NINA FOCH · TIM CONSIDINE**

Screen Play by ERNEST LEHMAN • Based on the Novel by Cameron Hawley • Directed by ROBERT WISE • Produced by JOHN HOUSEMAN

VistaVision

(Continued from page 1)

possible to reduce grain, eliminate fuzziness and gain bigger, better and brighter pictures. Whereas all other systems have made the front and side theatre seats less desirable," he maintained, "VistaVision improves these seats and assures better viewing throughout the entire theatre."

"There has been some confusion in regard to theatre requirements for VistaVision," he continued. "VistaVision release prints will play in any theatre, anywhere in the world. Some improvement will be apparent in theatres with the old postage-stamp small screen. These are the theatres in which not one cent has been spent to improve motion picture presentation. Paramount makes no demand on any theatre, but there is one thing on which there is complete agreement among all studios and all exhibitors, namely, big screens are here to stay."

'U' Net

(Continued from page 1)

last quarter were equivalent to 71 cents per share on the 1,010,449 shares of common stock outstanding, exclusive of shares held in the treasury. For the corresponding period of the previous fiscal year, consolidated net earnings were equivalent to 43 cents per share on the 961,698 shares of common stock then outstanding.

New 'Phantom' Drive

Warner Brothers will launch a territorial saturation campaign in Pittsburgh and Erie, Pennsylvania and Wheeling, West Virginia areas for its "Phantom of the Rue Morgue." The drive will be similar to that used in introducing the film in Indianapolis, Cincinnati and Cleveland.

$425,000 for 'Lili'

Having grossed $425,000 during its year's run at the Trans Lux 52nd St. Theatre here, "Lili" completed its 53rd week with gross higher than any weekly intake in the theatre's 27-year history, the house reported. The film has played 17 other out-of-town engagements on a similar long-run basis.

SSBC Report Calls For Arbitration

WASHINGTON, March 16. — The Senate Small Business Committee, in its annual report for 1953, renewed its earlier recommendation that the industry get together on an industry arbitration system.

The report admitted that no solution had yet been found to the problem of whether to arbitrate film rentals. However, the committee said, "It is to be hoped that such an issue will not be allowed to detract from the fact that representatives of all segments of the industry have given assent to the principles of arbitration as offering a solution to industry strife. Upon this common basis, your committee is confident that industry leaders can establish arbitration procedures which will be productive of renewed vitality and increased prosperity in the motion picture industry."

S. B. C. Hits Pre-Releases

(Continued from page 1)

sive hearings by the subcommittee, strongly recommended a more vigorous enforcement policy by the Justice Department and also further industry efforts to set up an arbitration system.

The earlier subcommittee hearings, the report said, indicated that many of the exhibitors' basic problems were due largely to the distributors' employment of two practices: "The pre-release practice, and its adjunct, competitive bidding."

The report said the committee could not determine whether either practice "was in itself violative of Federal law, but the distress resulting from their widespread employment seemed almost indisputable."

Abram Myers Quoted

Since the exhibitor awarded the pre-release run is always sure that the picture will not be available to his competition on a general release basis for a considerable length of time after his exclusive run is completed, "the question of illegal clearances under the Paramount judgments was clarly presented," the report said. It pointed out that Assistant Attorney General Barnes had testified that violation would depend on whether the distributors, in pre-releasing a picture, specified what time must elapse before general release, and that the Allied States Association general counsel, Abram F. Myers, had challenged this line of reasoning.

"To the committee," the report said, "the crux of the dispute seemed to be more than a definition of 'clearance.' The main issue encompasses the spirit as well as the letter of the injunctions in the Paramount case. Although technically, the period following the pre-release run may not properly be termed 'clearance,' there is great difficulty in distinguishing its practical effects from those of clearance itself. It would appear that such strikingly similar effects could result only from a common cause, however variously named, and that limitations upon clearance itself should also apply to the period following the pre-release run, if the spirit of the law was to be observed."

The report said charges of admission price-fixing were tied closely to the pre-release practice, and that the distributors said that the exhibitor only must state what he intends to charge and actually can charge, whatever he wanted. "Whether this would actually be the case cannot be stated with certainty since your committee was not told of a clear-cut instance of departure from the terms of the statement of intention," the report said.

The report then outlined the Reuben Shor case, and said "it is even now a matter of conjecture why the anti-trust division failed to issue even a reprimand in this case."

The committee also criticized the zone system of the distributors, "considering the multiplicity of existing zone patterns," the report said, "and considering the frequency with which they are changed, it is readily inferable that violations of the judgments do sometimes occur. Moreover, in the shifting of availabilities which frequently accompany such zone revisions, there is also great danger that a particular theatre may be granted unreasonable clearance over another with which it is in substantial competition."

The report said the committee could understand why the distributors adopted competitive bidding, but that it also was aware of the dangers inherent in the practice. Even where the exhibitors requested the bidding, the course was a perilous one for the parties involved, according to the report. "Accordingly," it said, "your committee urged the anti-trust division to put the system under its most searching scrutiny."

A recent "progress report" from the anti-trust division will both "gratify and discourage the independent exhibitors," the report predicted. It said exhibitors would be gratified by the fact that more attorneys are working on film cases and by the department's statement that it recognizes the dangers inherent in the pre-release practice and in competitive bidding.

However, the committee continued, the department's approval of the "flat sum" method of pricing a picture "seems certain to provoke consternation" among exhibitors.

"As every exhibitor hastens to use the flat sum method to price his pre-release pictures in view of the legal blessing bestowed upon it," the report said, "the exhibitors will wonder why the division did not withhold its decision at least until after it has been conclusively determined whether illegal clearances and price fixing are involved in the pre-release practice."

The report concluded with this paragraph: "While the department is to be commended for its growing concern with the serious problems of the independent exhibitor, the department should also be urged not to slacken its recently quickened interest. Having manifested an awareness of the dangers inherent in the pre-release practice and in competitive bidding, the department has therewith obliged itself to afford the independent exhibitor the full protection against injury resulting from use of such trade practices."

Film Council Festival In Chicago, April 1-3

The American Film Assembly and Golden Reel Film Festival will be held under the auspices of the Film Council of America at the Conrad Hilton Hotel, Chicago, April 1-3. Twelve categories of films will be shown. They will be drawn from the fields of religion, medicine, history, sales promotion, safety, geography, training, art, science, sociology and politics.

Coordinated meetings are planned to provide producers and film users an opportunity to discuss common problems. It is expected that approximately 400 films will be available for screening.

N.E. Drive-ins

(Continued from page 1)

signed by Ray Feeley, executive secretary of the organization, was authorized at a meeting of the association earlier this month.

Said the letter, in part, "We firmly believe that the system of stereophonic sound is not adaptable to drive-in theatres. . . . Further, the cost of such an installation makes it prohibitive for a majority of our drive-in theatres. . . . Further, it is ridiculous on its face to insist on directional sound in the confines of an automobile, the interior of which is approximately five feet wide and eight feet long." In addition, the letter urged 20th-Fox to furnish drive-in theatres with regular prints at 1.33-to-1 ratio with single track optical sound.

In New York, a 20th-Fox spokesman declined comment at this time on the letter of the New England Drive-in Association.

Edison Tribute

(Continued from page 1)

through its agency, N. W. Ayer & Son. Selznick was represented by Charles Miller, vice-president of MCA Artists, Ltd.

The program will utilize the complete facilities of Columbia Broadcasting System, National Broadcasting Co. and a third network still to be chosen. Their resources will be pooled.

The Light's Diamond Jubilee Committee is under the chairmanship of Charles E. Wilson, former president of General Electric. Others on the committee include Herbert Hoover, Charles Edison, Eric Johnston, David Sarnoff, William S. Paley and Harvey Firestone.

Concerning the nature of the program, Selznick has stated that it will not be a variety show, but will be a dramatic production presenting an interpretation of the spirit and meaning of American life, both of the past 75 years and the future, with emphasis on the part which electricity has played in the development of our civilization.

Disney Artists Coming

Roy Williams, Nick George and Volus Jones, Walt Disney artists, will arrive in New York at the weekend from Hollywood for a three-week campaign on behalf of "Pinocchio," which will open in more than 100 theatres of the Metropolitan area on April 16.

O. Exhibitors Asked To Label 'Salt' Red

COLUMBUS, O., March 16.— Ohio exhibitors have been advised to label "Salt of the Earth," produced by Paul Jarrico and Herbert Biberman, as Communist propaganda if they play the picture. The advice was given by Robert Wile, executive secretary of ITO of Ohio. Wile said the film is playing in New York and "attempts may be made to release it in Ohio." Wile said the screen is free and "you have a right to play any film you wish," but his advice was to label the picture as propaganda.

Censorship

(Continued from page 1)

Mayer expressed "unalterable opposition to the proposed legislation," and pointed out that the United States Supreme Court would surely outlaw the proposed bills since it had ruled specifically that a term such as "immoral" was too vague for definition.

Mayer offered "a more constructive approach if the committee feels there must be some prior censorship." He said the committee should consider the proposals submitted by Ephraim S. London, IMPDAA counsel, or Dr. Hugh Flick and that IMPDAA "would be pleased to discuss these proposals and cooperate in the drafting of legislation to effect them."

Shipments Starting On Perspecta Sound

The first two Perspecta stereophonic sound integrator units for regular theatre use have been shipped to Europe, it was announced here by C. Robert Fine, president of Fine Sound, Inc. The shipment initiates the delivery on a large scale of integrator units for the single, optical track stereophonic sound system which M-G-M has adopted for all prints used abroad.

Fine reported that all 40 M-G-M theatres abroad will be equipped for Perspecta stereophonic sound by the end of April. A large number of orders for integrator units for non-M-G-M theatres will also have been filled by that time, he said.

One of the two integrator units which have been shipped went to Cannes, where it will be used for the Film Festival showings of M-G-M's "Knights of the Round Table." After the festival, this unit will be permanently transferred to M-G-M's Plaza Theatre, Toulouse. The second integrator unit is for M-G-M in Belgium.

Both units were made by the Fairchild Recording Equipment Co. of Whitestone, N. Y. Installation of the units will be by Westrex.

Times Films Names Shelton Sales Head

Jean Goldwurm, president of Times Films, Inc., has announced the appointment of William Shelton as vice president and general sales manager, effective immediately.

Shelton, formerly associated with Paul Graetz and Lopert Films will continue as head of his own company, Imperial Film Distributors of America.



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Bill Favorably Reported

(Continued from page 1)

unanimous. The general opinion, however, prevailed that the bill will pass both houses. The Assembly is expected to take a vote Wednesday or Thursday. Leaders are driving for an adjournment by Saturday.

Motion Picture Association representatives are on the scene to oppose the measure, drafted as a result of the U. S. Supreme Court decision on "La Ronde."

Sen. Fred G. Moritt, Brooklyn Democrat, who earlier introduced a bill proposing the alternative of an appeal to a Supreme Court jury in cases of licensure denial by the motion picture division, State Education Department—the present appeal avenue is to the Regents—said, "I have discussed this matter with Chairman Brydges. He was most gracious in listening. I told him I was opposed to his bill as written [last two words emphasized]. On such an important subject, involving millions of people, I refuse to take for my statute definitions of 'erotic,' 'sexual immorality,' 'lewdness' and 'expressly or impliedly' (words the bill would add to the law), either by censors or dictionaries —no matter how good they are. I will take the definitions by fathers and mothers sitting as jurors in a court of competent jurisdiction."

"This bill," added Moritt, "taken in conjunction with mine, would give practical, sensible and democratic definitions of the words which are continually being struck down by the U. S. Supreme Court. If I am to choose between the laws of boards of censors and the Supreme Court, I will take the law of the land from the latter."

Moritt is a partner in MacDonald Pictures.

Mex. Producers Hold Back on Production

MEXICO CITY, March 16.—There is virtually another strike in the picture trade here. Most producers aren't working because, they explain, they prefer not to do so until they know just how the "salvation plans" for the industry, as they call them, will affect the trade. These plans are sponsored by Adolfo Cortina, chairman of the National Cinematographic Board, and Eduardo Garduno, director general of the trade's own bank, the semi-official Banco Nacional Cinematografico.

Some "striking" producers say that they won't make pictures, even if that means "resting" all this year, until they ascertain whether they can work under the plans, both of which, these producers complain, provide far "too much government" in the film trade.

The Producers Association calls the "strike" "a notorious recess in film production." The rewritten, re-re-enacted and generally revamped plans are now being typed for presentation to the Ministry of the Interior, chief government department, that wards over things cinematographic. Trade talk is that changes in the plans only amount to the insertion of the government's recently announced determination to control foreign distribution of Mexican pictures.

S-W Is Renovating Metropolitan in D.C.

WASHINGTON, March 16.—Stanley Warner Theatres' Metropolitan Theatre is being completely renovated, with a March 25 target date for completion of the job.

Renovations will include new seats, carpeting, lobby lighting and marquee; redecoration throughout, new painting both inside and outside, and other work. The renovation will not interfere with the operation of the theatre except for closing five matinees. Most of the work is being done at night and in the morning up to opening time.

Set 'Carnival Story'

King Brothers' "Carnival Story" will premiere April 16 at the Criterion in New York, the Woods in Chicago, and the Mastbaum in Philadelphia. RKO Radio is currently mapping promotional campaigns in each city.

Albany Newspaper Urges Tax Removal

ALBANY, N. Y., Mar 16.—The Knickerbocker News, in an editorial on the "unfair" amusement tax, cited industry statistics to prove the harm the levy is working, and raised the further question whether, in view of recent U. S Supreme Court decisions "with regard to censorship that place motion pictures in the category of a free press," the admission impost "is an unwarranted abridgement of motion picture free press rights, just as much as censorship." The paper asked if this "does not logically follow."

"Before Congress finally acts on this tax, it must consider most seriously that not only is a money-losing billion-dollar industry laboring under an oppressive financial handicap, but its rights, according to the Supreme Court, are being invaded," declared the editorial. "The tax should be removed," it said in conclusion.

Plan Two New Conn. Drive-in Projects

HARTFORD, March 16. — Two new drive-in theatre projects have been announced for Connecticut.

Groton Open Air Theatre, Inc., with J. Lawrence Peters of New London listed as president, has started construction of a 650-car capacity drive-in, with completion date planned for late May.

Other officers are vice-president, Isadore Fishbone; secretary, Harry Picazio, Jr., and treasurer, Anthony Albino.

Anthony and John Perri of New Haven have received a building permit from the Branford, Conn., town assessor for construction of a drive-in theatre in that New Haven suburb.

Construction is nearly completed on the 950-car capacity Plainville Drive-In, being erected by Perakos Theatre Associates, New Britain.

'Miller' in New York

CHARLOTTE, N. C., March 16.—"The Glenn Miller Story" will wind up its 32-day engagement here at the Plaza Theatre Saturday night having already grossed $20,000. The film will overstay its original four week booking by four days making it Charlotte's longest run since the original "The Jazz Singer."

RKO-Hughes

(Continued from page 1)

thereafter while seven other companies were profiting. Any vote of approval by the stockholders, they contended, would be predicated on a proxy statement which they intended to show as a fraud and that the Hughes offer, by any standard, was grossly inadequate and unfair.

The RKO defendants stated that the evidence clearly fails to substantiate the charge, and that all evidence shows that the Hughes offer is a fair one and in the interest of RKO. They pointed out that an injunction would seriously affect RKO and that a receivership, the only alternative which the plaintiffs suggested, would destroy the values of RKO.

The alternative offer, in lieu of acceptance of the Hughes offer, RKO contended would be catastrophic to 14,000 RKO stockholders. The RKO brief insisted that the evidence fully vindicates the fairness of the offer.

MPEA to Protest New Turkish Tax

Protests with the Turkish government, objecting to a new 75 per cent ad valorem tax on film imports will be registered by the Motion Picture Export Association, it was disclosed here yesterday following an MPEA meeting.

The meeting, which discussed the Turkish tax, also took action on the Guatamalan situation, voting to continue the film shipment embargo in protest against the tax policy of the Guatamalan government. Overtures by Guatemala to reduce the 20 per cent on the distributors' share in Guatamala City to 10 per cent, but with the imposition of an additional two per cent tax on exhibition grosses, were found unsatisfactory.

Cut B.C. Tax

OTTAWA, March 16. — British Columbia has reduced its amusement tax from 17½ to 15 per cent.


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Tax Case

(*Continued from page* 1)

COMPO statement was devoted to restating the statistics that were used in the House debate on distressed theatres. Cole and McGee said the industry is grateful to the House of Representatives for cutting the tax to 10 per cent, but felt they would be remiss if they did not point out that this relief is not enough to save thousands of theatres.

The COMPO brief pointed out that both House and Senate last year overwhelmingly voted complete relief for the motion picture industry, and that the President in his veto message of the Mason tax repeal bill had promised substantial help this year.

Low-Price Houses Hard Hit

Despite these promises, COMPO continued, the House bill would fail to save 4,820 theatres now operating at a rate of loss in excess of 10 per cent of their gross. Of these, it was pointed out, 2,300 are in towns with only one theatre. All of these theatres charge 50 cents or less, COMPO said.

The COMPO brief then ran through these figures:

As of last July, approximately 5,100 theatres were in the red. Since then, about 1,200 of these have closed, but about 2,100 more went into the red, and now 6,127 theatres are operating in the red. The House bill would provide enough relief for about 1,300 of these 6,127 theatres, leaving 4,820 still in the red.

"All of the 6,127 theatres have remained open in the hope that this Congress will grant adequate relief," the committee was told. COMPO said the 4,820 theatres not getting adequate relief under the House bill "presumably will close." It added that 95 per cent of these charge 50 cents or less.

Exemption of all tickets costing 50 cents or less, COMPO argued, would cover small town theatres and children's admissions.

The COMPO presentation also pointed out a "technical error" in the House bill, which makes the new rate one cent on each 10 cents of admissions or any fraction, rather than on each 10 cents of admissions or major fraction. COMPO said this drafting error made an effective rate "considerably in excess of 10 per cent," and that Colin Stam, head of the House-Senate tax commitee staff, agreed that the error should be corrected.

Fiscal Year's Tax Collections Drop

WASHINGTON, March 16.—General admission tax collections in the fiscal year ending last June 30 dropped to $312,831,000, the Treasury reported in its annual report for the 1953 fiscal year.

This compared to $330,816,000 in the previous fiscal year. Collections have been dropping steadily since the peak of $392,873,000 in fiscal 1947.

DuMont Drops Permit

WASHINGTON, March 16.—The Federal Communications Commission granted the request of Allen B. DuMont Laboratories for cancellation of their construction permit for a new commercial television station at Kansas City.

Reviews

"The Saint's Girl Friday"

(RKO Radio)

ANOTHER in the series about a detective who masquerades as a criminal, audiences will get a full measure of satisfaction from Leslie Charteris' "The Saint's Girl Friday," a Julian Lesser presentation. The film is complete without preface or followup and a completely satisfying melodrama in the best crime detection tradition. This number in the "Saint's" series was produced in England. It is expertly directed by Seymour Friedman for producer Anthony Hinds from a tightly woven screenplay by Allan MacKinnon with Louis Hayward in the title role.

A frantic cable brings the colorful Simon Templar, portrayed by Hayward, to England where he learns that a powerful gambling ring has caused the death of the girl who sent for the Saint. Hayward seeks out a former confederate who gives him information about the ring. With a wad of phoney money, the Saint meets Naomi Chance who takes him to the casino which is aboard a river barge. The Saint becomes known to the mob and they attempt to kill him. Hayward, in his attempt to find the mob's leader, spends a weekend in the country, gets involved in a pub room brawl, and causes Scotland Yard much anguish. With customary resourcefulness, Hayward solves Miss Chance's problems and corners the criminals.

Others in the cast include Sidney Tafler, Charles Victor, Jane Carr, Harold Lang, Russell Enoch, Diana Dors, Fred Johnson and Thomas Gallagher.

Running time, 68 minutes. General classification. Release, in March.

L. D.

"Drive a Crooked Road"

(Columbia)

THE spotlight is put on sports car racing and the men who are its devotees in "Drive a Crooked Road," a screenplay by Blake Edwards which manages to provide a number of suspenseful situations for Mickey Rooney. It has an unusual framework and Rooney turns in an adroit performance. A car race, a high-speed automobile wreck, and some dare-devil driving by the versatile actor are a few of the scenes that are expertly recorded by the camera, providing action highlights and exploitation possibilities.

Rooney lives for driving and tinkering with sports cars and his biggest wish is to drive in the top race in that field, the Grand Prix Le Mans. Two bank robbers select Rooney, unknowingly, to drive a hopped-up getaway car for them. Diane Foster, girl friend of one of the robbers, plays up to the pint-sized racer. When propositioned by the crooks, he is undecided about joining them, but Miss Foster sways him. After a successful robbery, Rooney discovers that Miss Foster has disappeared. After locating her, Rooney is told that she used him as a foil so that he would drive the getaway car. Rooney is taken for a ride by the crooks but he turns the tables on them and ends up, badly hurt after a wreck, with the girl.

Others in the cast are Kevin McCarthy, Jack Kelly, Harry Landers and Jerry Paris. Produced by Jonie Taps, directed by Richard Quine. Story by James Benson Nablo.

Running time, 82 minutes. General classification. Release, in April.

"Secret Assignment"

(I. F. E.)

BASED on a factual Italian counter-espionage incident during World War I, "Secret Assignment" has only limited appeal either for art houses or foreign film patronage. The complexities and numberless details of its plot make it difficult for one without a knowledge of the Italian language and some familiarity with Italy's travails in the World War to follow the story. Theatres having largely Italian audiences may find it a worthwhile attraction.

Intent on halting wartime sabotage in Italy, Carlo Ninchi, as Naval Commander Donati, has Massimo Serato, Guido Celano and Umberto Notari as his associates. A lead takes them to Switzerland, where they try to find a certain General Meyer who is responsible for the spy ring. Vivi Gioi plays a nurse who is an unwilling courier for the espionage agents and when Donati hits upon that fact, he assigns Serato to get into her good graces. Their relationship soon blossoms into a love affair, but meanwhile Donati has found General Meyer, who turns out to be the Austrian consul at Berne. The best safe-cracker in Italy is taken from prison to help the counterspies break into the consul's safe. The job is done and the ring is broken. Serato, although in love with Miss Gioi, leaves her to return to duty.

Lionello De Felice directed and Luigi Freddi produced. Running time, 116 minutes. General classification. For March release.

SPG Executive Board Hears Pact Progress

The executive board of the Screen Publicists Guild of New York will meet this evening to discuss the Columbia Pictures negotiation situation and the "progression clause."

The negotiators for both Warner Brothers and the publicists will convene today and a report of the proceedings will be made to the SPG executive board.

'The Lost Weekend' To Rivoli March 23

Paramount's "The Lost Weekend," starring Ray Milland and Jane Wyman, which opened at the Rivoli Theatre here on Dec. 1, 1945, and ran for 17 weeks, is being re-issued and will open again at the same house on Tuesday. The picture, based on the novel by Charles Jackson, dominated the Academy Awards which were presented for 1945.

National Pre-Selling

"RED GARTERS" is the recipient of a beautifully illustrated review in the current issue of "Life." A photograph taken on the set of "Red Garters," in which the hues red and yellow are intensified, spreads across a page and a half of the current issue.

"'Red Garters,'" reports "Life," "the new Paramount musical, is a gay parody of the standard Hollywood oater, set in the mythical town of Paradise Lost, Limbo County, California."

In the same issue "Act of Love," the movie version of the novel "The Girl on the Via Flaminia," says "Life," "retains the somber mood of the novel and adds to it the authentic flavor of drab wartime Paris."

•

Walt Disney's "Pinocchio" re-release will be called to the attention of more than ten and a half million readers of the April issue of "Woman's Home Companion," by a picture and text story based on the construction of a "Pinocchio" playroom for children.

Two beautifully colored photographs of a "Pinocchio" room designed by Walt Disney appear on an editorial spread in the April issue. Plans for the playroom are available free of charge at all "RCA Victor" dealers.

•

"'King of the Khyber Rifles,'" reports Ed Miller in "Seventeen's" March issue, "sticks to a Kiplingesque tradition with an account of blood, breeding and bravery in 19th Century India. Tyrone Power, beyond the social pale because he is the son of an English father and a Hindu mother, is a gallant captain in Her Majesty's colonial forces; impulsive Terry Moore is the local general's daughter."

•

"Vera Cruz's" and "Garden of Evil's" star Gary Cooper will be on the four color cover of "Parade's" March 21st issue. In addition to being "Parade" cover man of the week, a profile of Gary also will appear in the same issue.

•

"'The Barefoot Battalion,'" says Florence Somers in the March issue of "Redbook," "is one of the most moving and unusual films to come from Europe in a long while. It was made in Greece and it is based on actual happenings during the Nazi invasion of that country."

•

"A Star Is Born's" stars, Judy Garland and James Mason, will be featured in a picture and text story appearing in the March 21st issue of "American Weekly." Full color photographs made on the set of "A Star Is Born" will be used to illustrate the story.

•

"Rear Window's" and "The Bridges of Toko-Ri's" star Grace Kelly was interviewed by Louella Parsons for "Pictorial Review."

•

"Prince Valiant" has been selected by "Parents'" magazine to receive its award medal as the best family audience film of the month for May.

WALTER HAAS



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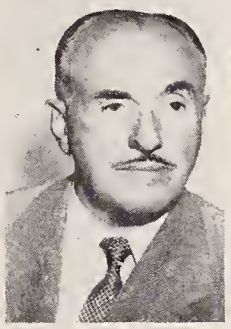
VOL. 75. NO. 52 NEW YORK, U. S. A., THURSDAY, MARCH 18, 1954 TEN CENTS

Hits Pessimism

Jack L. Warner Sees Industry Future 'Rosy'

Says Theatre Business Ahead of Retail Index

HOLLYWOOD, March 17. — Sharply rapping Hollywood's "blues criers" and painting a rosy future for the motion picture industry, Jack L. Warner, speaking at the fourth annual awards presentation of the American Cinema Editors at the Ambassador Hotel tonight, said that theatre business was running ahead of the national retail index and "looking up every day."



Jack L. Warner

"From every studio," said Warner Brothers' vice-

(*Continued on page* 5)

Select 34 Theatres For Para. 'Pageant'

Thirty-four theatres in as many key cities throughout the country have been selected for the Paramount Pictures Pageant March 29-April 2, with 26 of these theatres to present the triple-feature product show on the first day, A. W. Schwalberg, president of Paramount Film Distributing Corp., reported yesterday.

The five-day "pageant" is being put

(*Continued on page* 4)

Brydges Bill Vote Today in Albany

ALBANY, N. Y., March 17.— The Senate will vote tomorrow on the Brydges bill defining "immoral" and "incite to crime" in the state licensing law. The companion Fitzpatrick measure is on the Thursday third reading calendar in the Assembly, but action there may be delayed until the Senate ballots.

Assemblyman James A. Fitzpatrick tonight made the prediction that the legislation will pass.

Guard Foreign Markets

Producers Warned Against Soviet Film 'Intrusion'

HOLLYWOOD, March 17.—The head of the Government's Overseas Information Program warned U. S. film producers to guard their foreign markets against "intrusion" by the film industry of Soviet Russia.

Speaking before the Motion Picture Industry Council, Theodore C. Streibert, director of the U. S. Information Agency, emphasized the importance of Hollywood films in portraying the American way of life to millions of people overseas.

"When your pictures are not shown in a foreign country," he said, "you lose dollars, and the nation loses a potential ambassador. Good pictures make friends. We encourage your industry to guard its foreign markets carefully, and to protect your interests against Soviet intrusion."

Streibert said that in January Russia concluded a five-year trade agreement with India, including an exchange of films, and that in the same month the president of the Italian Film Industry Association headed a mission to Moscow and concluded a film ex-

(*Continued on page* 4)

RKO Holders Meet Today to Act on Hughes' Proposal

DOVER, Del., March 17.—The special stockholders' meeting of RKO Pictures, convened to act on Howard Hughes' offer to buy the assets of the company, will get under way here tomorrow.

Arriving for the meeting were James R. Grainger, president; Edward L. Walton, Grainger's executive assistant; William Clark, treasurer; and Garrett Van Wagner, comptroller. J. Miller Walker, vice-president and general counsel, who has been recuperating at his home in Augusta, Ga., from an illness, met the group here and is expected to return to Augusta on Friday.

As top company executives left New York for here, reports emanating from Wall Street sources indi-

(*Continued on page* 4)

WCBS-TV in Deal For Late Pictures

In a deal which is said to be the first of its kind, station WCBS-TV has acquired a group of Robert Lippert pictures for telecasting immediately after their theatrical showings, the purchase having been made before they go into theatrical release. Some of the films in the 32-picture package have just been completed and have not yet been shown in theatres, according to William Lacey, manager of the station's film department. It is expected that some of these productions will be ready for TV screens in December.

In another deal, WCBS-TV acquired 26 pictures from Hollywood Television Service, a subsidiary of Republic Pictures.

H-63 White Collarites To Launch Standard Pacts Next Year

For the first time, industry-wide negotiations for "white-collarite" distribution employes belonging to Local H-63 of IATSE will be launched next year, according to a verbal agreement reached between union and distribution officials.

The tacit agreement, learned here yesterday, covers approximately 2,000 white-collar employes of virtually every major distributor in New York, including the newsreel companies. In addition, it was learned that both parties have agreed to put an expiration date of Aug. 31, 1955 on all present H-63 contracts, regardless of the expiration dates of existing contracts.

The move for standardization of contracts, it was stated, was embraced by both sides, each feeling it had benefits to derive from such a move.

Balaban Calls Meet For UJA Activities

Barney Balaban, president of Paramount Pictures, has called a meeting of leaders in the amusements industry for today to discuss "plans and procedures for the amusements division's 1954 campaign in behalf of the United Jewish Appeal."

In calling the meeting, Balaban emphasized "that this year's drive is a crucial one for UJA. Israel—threatened constantly by Arab blockade, boycott and border raids—must be aided in becoming economically independent so that she may remain a bastion of democracy in the Middle East. It is the amusements industry's privilege to help this young republic solve its economic problems and preserve its freedom."

Treasury's View

Admission Tax Is Too High, Should Be Cut

Sec. Humphrey Testifies; Senate Group Near Vote

By J. A. OTTEN

WASHINGTON, March 17. — Treasury Secretary Humphrey said he thought the admissions tax is too high and should be reduced, but he did not indicate how far the Administration is prepared to go.

Humphrey made the statement in testimony before the Senate Finance Committee on the House-passed excise tax bill, which, among other things, reduces the 20 per cent admissions tax to 10 per cent. The committee wound up its hearings today, and chairman Millikin (R., Colo.) said the committee would meet tomorrow to vote on the bill. Voting will be finished tomorrow or Friday, he said.

Senate leaders now aim to bring the bill up on the Senate floor next Wednesday.

Sen. Carlson (R., Kans.), a mem-

(*Continued on page* 4)

TOA to Meet After SuperScope Show

A luncheon meeting of Theatre Owners of America on the SuperScope Tushinsky lens will be held here on Monday following the SuperScope demonstration at the RKO 86th Street Theatre in the morning.

TOA, in disclosing its plans to have

(*Continued on page* 4)

White House Goes CinemaScope Now

WASHINGTON, March 17.— Installation of CinemaScope equipment in the private projection room of the White House is expected to be completed on March 26.

The installation, consisting of a Miracle Mirror screen measuring 16 feet, eight inches, by seven feet, in addition to Ampex stereophonic sound, is said to be the smallest CinemaScope installation in the world. The picture size will be 16 feet by six feet, three inches.

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, will arrive in New York today from Hollywood.

•

JACK SILVERTHORNE, manager of the Hippodrome, Cleveland, will leave there Sunday to attend the Variety Clubs convention in Dallas. He will be accompanied by LEONARD GREENBERGER and IRWIN SHENKER, delegates of the local tent.

•

W. J. KUPPER, who will resign as 20th Century-Fox managing director in London at the end of this month, will be tendered a farewell party before leaving there for New York on April 8.

•

H. M. BESSEY, executive vice-president of Altec Service Corp., has arrived in Beverly Hills from New York, while E. O. WILSCHKE, operating manager, has returned here from Beverly Hills.

•

LOWELL THOMAS and "This Is Cinerama" today will receive a Special Award of Merit from the National Association of Travel Organizations at a luncheon meeting in the Penn Top Room of the Hotel Statler.

•

NAT WILLIAMS, owner of Interstate Enterprises, Thomasville, Ga., has designated ROBERT FLOWERS as manager of the Mode and Ritz theatres in Thomasville.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, yesterday was in New Haven from New York, and today will be in Philadelphia.

•

HARRY FELLERMAN, head of Universal Pictures special sales division, will leave New York today for Washington.

•

SEYMOUR SCHUSSEL, Eastern division manager for I. F. E. Releasing Corp., left here yesterday for Washington and the Carolinas.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian divisional sales manager, is in Gloversville, N. Y., today from here.

Poling Hits State Censor Bills in NY

Opposition to political censorship as "un-American" and "contravening the guarantees of the Constitution" was expressed by Dr. Daniel A. Poling, leading Protestant minister and editor of "The Christian Herald."

Poling, commenting on the New York censorship bills now pending in Albany, said in a statement released here yesterday that political censorship invites "more evils than it could hope to correct." "I do recognize the fact," Poling continued, "that there are evils now that must be faced and corrected or censorship itself could become the last resort of an aroused public conscience."

Compo E&P Ad Says 2 of 12 Enter Free

The fourth COMPO advertisement in "Editor & Publisher," to be published on Saturday, states that every time a dozen customers, money in hand, come to a motion picture theatre boxoffice, theatres are compelled to let two of the twelve come in free. That, in effect, the ad points out, is what the Federal 20 per cent admission tax really amounts to. No legitimate enterprise can long survive "such cockeyed economics," it adds. "In war's boomtime, yes. Now, no!"

Headed "We have plenty of customers, but . . . ," the advertisement states that while theoretically the public pays the tax, actually the 20 per cent comes out of the theatre's own till because by raising the cost of tickets 20 per cent the government preempted the natural increase in admission price which would have been justified by existing inflationary conditions.

Specific Case Cited

A center box in the ad quotes from a confidential letter in COMPO files in which a theatre owner states that his operating loss for the year was $6,654.00, his payroll $34,870.98 and miscellaneous taxes $1,951.44. The admission taxes collected and paid for the same period were $16,544.89. The owner says bluntly that his theatre has been operated at a loss for several years but that he has held on in the hope that the admission tax would be repealed. "If this relief is not forthcoming reasonably soon," he writes, "it will become necessary to give up the operation and one more group of wage earners will lose their jobs, one more business will cease to be a customer for local goods and services."

The letter, the ad explains, is typical of many received from among the 6,127 theatres now operating in the red.

Dowling-RKO Radio Set Release Deal

HOLLYWOOD, March 17.—A multiple picture releasing deal was signed here yesterday between Allan Dowling Pictures and RKO Radio for release of two independent productions, to go before cameras during the next eight weeks.

Ben Chapman, executive assistant to the producer, handled the negotiations for the Dowling company.

Offices have been established at Republic Studios, and both productions will be made there. The first, "Night Music," will go before the cameras on March 29.

The second, "The Sea Is A Woman," is scheduled to start on May 7.

New S.O.S. Screen

A new line of metallic surfaced screens to be known as Mirro-Claric is being marketed by S. O. S. Cinema Supply Corp. here. The screens are available in all sizes and their seams are "invisibly welded," the company said. Curved frames of seasoned lumber can be furnished as a companion piece. S. O. S. also supplies the Kollmorgen short focal length lens.

Kids Bring Their Own Pop Corn

WILLOUGHBY, O., March 17. — Vine Theatre manager John Newkirk reports a trend that may dip into theatre profits. Some of his children patrons are bringing bags of home-popped corn to the theatre.

Saville Heads SPG Nominating Group

HOLLYWOOD, March 17.—Producer Victor Saville has been elected chairman of the nominating committee of the Screen Producers Guild and will, with his committee, nominate candidates for membership on the executive board.

Saville has appointed Albert Cohen, Fred Kohlmar, Mervyn Le Roy and Harry Tugend to serve on his committee, which will select 14 candidates for election to the board.

Board members whose terms expire in May are: Samuel B. Briskin, Bryan Foy, Walter Mirisch, Sol C. Siegel, Jerry Wald, Carey Wilson and Samuel Zimbalist.

Election will take place at the annual SPG meeting on May 3.

Brazil to Award O.S.C. to Johnston

WASHINGTON, March 17.—Motion Picture Association president Eric A. Johnston will receive tomorrow night the highest award the Brazilian government gives a non-Brazilian.

For his work in promoting Brazilian-American relations, Johnston has been awarded the Order of the Southern Cross, Degree of Commander. The presentation will be made tomorrow night by Brazilian Ambassador Muniz in a ceremony at the Brazilian Embassy.

Rank's BOPE Head to Visit Coast, Chicago

LONDON, March 17.—Thomas A. Law, managing director of J. Arthur Rank's British Optical and Precision Engineers group, is on an eight-week survey of world markets for the group's products. Leaving Australia and New Zealand next week for Singapore by plane, he is scheduled to arrive in Los Angeles March 29. After an extended visit there he will go to the Bell & Howell plant in Chicago for a visit.

Phil. V.C. to Honor UA on 35th Birthday

PHILADELPHIA, March 17.—Industry personalities, including United Artists' co-founder Mary Pickford, will attend the Variety Club Tent No. 13 dinner honoring UA on its 35th anniversary on May 5.

About 400 people attended a luncheon yesterday in honor of Danny Kaye who was awarded the second Great Heart award by Tent No. 13. The first honor was bestowed upon International Chief Barker Jack Beresin.

Theatre Video Deal On Sporting Event Proposed By B.B.C.

LONDON, March 17.—England's greatest sporting event, the Football Cup Final to be played next month at Wembley Stadium, may be the first event on which Britain's film industry and the British Broadcasting Co. will cooperate.

Exclusive film rights to the event were acquired by the News Reel Association. The play can be broadcast and telecast while the game is in progress but B. B. C. will not be permitted to telecast its subsequent and customary newsreel of the event until the industry people give the word.

Facing this prospect, B. B. C. has asked the Cinematograph Exhibitors Ass'n to consider an experimental test of a large screen theatre telecast of the game. A committee of exhibitors has been named to pursue negotiations with B. B. C., with the understanding that its charge will be nominal, probably approximating actual expenses, and that the Postmaster-General will license the relatively few theatres here which are equipped with large screen TV to receive and sell tickets to the telecast, subject to certain safeguards.

W. B. to Make Stereo Sound Test in U.K.

LONDON, March 17.—Arrangements are in work here for a test screening of Warners' CinemaScope product in single track form.

A 20-minute trailer consisting of excerpts from the company's CinemaScope pictures will be screened and "The Command" will be shown, half in stereophonic sound, the remainder with single track. It is expected the test will be held in about two weeks.

Exhibitors here, objecting to 20th Century-Fox's requirement that stereophonic sound be installed for presentation of its CinemaScope product, have endeavored unsuccessfully to induce the company to conduct a public test of "The Robe" or some other of its CinemaScope product with multi-track and single track sound. The effort is expected to be renewed during the current visit here of Spyros Skouras, 20th-Fox president.

Seek Parley in UK Laboratory Dispute

LONDON, March 17.—Labor ministry officials conferred separately today with union and employer representatives in the film laboratory labor dispute to explore the possibility of finding some common ground which would justify the calling of a joint conciliation meeting under ministry auspices.

The parties agreed to meet "unofficially" this evening but chances of a peaceful settlement seem extremely remote.

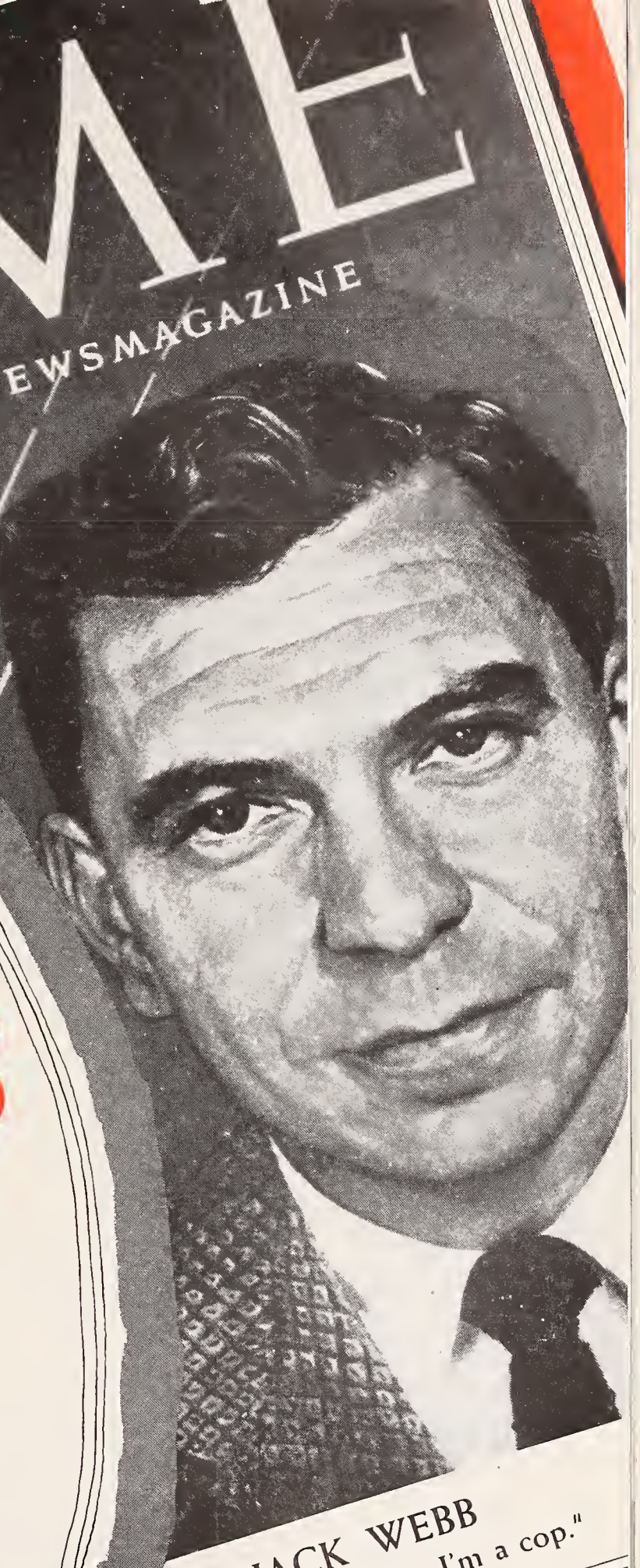
New Tokyo A. A. Agent

TOKYO, March 17.—Paul Mizukami has been named to replace E. J. Johansen, resigned, as Allied Artists-International's representative here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TIME

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"My name's Friday. I'm a cop."

dough do dough dough!!!

TOA to Meet

(Continued from page 1)

a luncheon meeting similar to the one slated by Allied States Association, said that among those who already have announced their acceptance to attend are Si Fabian, president of Stanley Warner. Among the other 20 scheduled to attend are: Spyros S. Skouras, president of Skouras Theatres; Dick Dickson, managing director of the Roxy; Sydney Lust, of Washington, and Morris Stanzler, Virginia. The meeting, which will take place at a yet unselected hotel, was described as an informal get-together to sound out the sentiments of those attending the demonstration.

Meanwhile, Joseph Tushinsky, co-inventor of the lens who arrived here from the Coast with his brother Irving, said that he will hold a press conference in the afternoon following the demonstration.

Para. Pageant

(Continued from page 1)

on for independent exhibitors, circuit operators, film buyers, bookers and representatives of the press, radio and television to point up Paramount's program for providing theatres with a flow of pictures.

The pictures selected for the "pageant" are: "Elephant Walk," in Technicolor; Hal Wallis' "About Mrs. Leslie," and "Knock on Wood," in Technicolor.

Houses in All Areas

Theatres which will present pictures on March 29, and their locations, are: Delaware, Albany; Capital, Boston; Niagara, Buffalo; Dilworth, Charlotte; Union Terminal, Cincinnati; Fairmount, Cleveland; Circle, Dallas; Tower, Denver; Ingersoll, Des Moines; Globe, Detroit; Uptown, Indianapolis; San Marco, Jacksonville; Apollo, Kansas City; Fox Beverly, Los Angeles; Ritz, Memphis; Varsity, Milwaukee; St. Louis Park, Minneapolis; Lincoln, New Haven; home office prevue theatre, New York; Tower, Oklahoma City; Center, Omaha; Yorktown, Philadelphia; Shadyside, Pittsburgh; Pageant, St. Louis; Southeast, Salt Lake City, and Circle, Washington.

San Antonio on April 2

Three theatres will be used for the pageant on March 30: namely, the Buckhead, Atlanta; the Esquire, Portland, and the Varsity, Seattle. Three theatres also will present the product show on March 31: Lake Shore, Chicago; Presidio, San Francisco, and Ost, Houston. The Imperial, New Orleans, will hold the pageant on April 1, and the Josephine, San Antonio, will present it on April 2.

The triple-feature program will be opened and closed by trailers in which Schwalberg and Don Hartman, Paramount executive producer, will outline the company's production and releasing plans.



Tax Is Too High: Humphrey

(Continued from page 1)

ber of the Finance Committee, said he would offer an amendment in the committee to exempt all tickets costing 50 cents or less, but admitted he is not too optimistic about chances of carrying this motion. Reports are that Millikin is opposing any changes in the House bill, and he seems likely to get support from several committee members who feel that no tax cuts at all should be voted this year.

Carlson put in the committee hearing record the statement from the Council of Motion Picture Organizations warning that thousands of small theatres would close unless the Senate voted greater admission tax relief than that in the House bill.

Humphrey said the Treasury had to oppose the House bill as it now stands because it goes too far in cutting excise rates.

'Should Be Lowered'

"I don't want to defend 20 per cent or 25 per cent rates on any item," he said. "They are too high and should be lowered as soon as the country can afford."

Moreover, he said, there are a few industries where cuts are needed immediately to stimulate business. "There are admissions, furs and a few others," he stated, "where present high rates should be reduced."

"On the other hand," he continued, "a general reduction of excise rates costing $900,000,000 as in the House bill is something the Treasury must object to unless it sees some other revenue."

Millikin said a start has to be made some time in cutting excises and "now is as good a time as any." He added that he believed excise cuts would stimulate business and that the Treasury would recoup much of the alleged revenue loss.

Sees Some Revenue Saved

Humphrey agreed that some revenue might be recouped in some cases, but said this was a delayed process whereas the loss was immediate.

Sen. Byrd (D., Va.) said he would vote against "all tax reductions that increase the public debt."

Among spectators at the Humphrey hearing were Col. H. A. Cole and Pat McGee, co-chairmen of COMPO's tax committee, and COMPO special counsel Robert Coyne.

Cole said COMPO had started getting exhibitors to contact rank and file senators, but was holding back most of its drive until it finds out what the Finance Committee does. He explained that until COMPO knows whether the Finance Committee adopts Carlson's amendment, it cannot tell senators whether to support the committee bill or try to amend it.

Atlas' Asset Value At $38.50 a Share

The Atlas Corp., which holds securities of Paramount, RKO Pictures and RKO Theatres in its portfolio, carned a net profit of $8,487,813, or approximately $5.40 per share for the year ended Dec. 31, president Floyd B. Odlum revealed here yesterday in the company's annual report. There were 1,697,299 shares outstanding at the year-end.

The company on March 16 had an indicated asset value of $38.50 per share of outstanding common stock, the report stated. On Dec. 31, the asset value was $37.82 per share, after payment during the year of dividends equal to $1.60 per share and after provision of approximately $1.98 per share for taxes on the unrealized appreciation of holdings. The year-end asset value compares with $39.38 per share at the end of 1952.

The report disclosed that at the end of the year, Atlas still maintained a strong cash position, with approximately $22,414,000 in liquid funds.

Atlas holds 25,000 shares of Paramount common, 76,000 shares of RKO Pictures and 10,000 shares of RKO Theatres.

Expect Celebrities At 'Saadia' Opening

Stars of the entertainment world are expected to be among celebrities attending the premiere of the M-G-M Technicolor picture "Saadia" tonight at the Normandie Theatre here for the benefit of the French Hospital.

Those invited include Eddie Fisher, Lisa Ferraday, Walter Abel, Fran Warren, Carmen Cavallero, Martha Stewart, Maggi McNellis, Gene Rayburn, Ed Sullivan, Jackie Cooper, Edith Fellows and Louise Allbritton; also Rita Gam, one of the film's stars, and Albert Lewin, its producer.

Merchandising Plans At 20th-Fox Meet

Plans for the merchandising of upcoming standard releases were discussed at a 20th Century-Fox meeting yesterday here of Eastern and Central division sales executives.

Called by director of distribution Al Lichtman, the sales heads heard a report of several Panoramic Productions, including "The Siege at Red River," "The Gambler From Natchez," "The Raid," and "Princess of the Nile."

Participating with Lichtman in the talks were Charles Einfeld, vice president; W. C. Gehring, executive assistant general sales manager; Alex Harrison, Western sales manager, and Jack Bloom, National circuits representative.

C. Glenn Norris, Atlantic division manager; T. O. McCleaster, Central division manager; Martin Moskowitz, Empire State division manager, and J. M. Connolly, Boston branch head, came from their respective offices for the meeting.

Gilmartin Joins Sturm

William A. Gilmartin has been named production manager of Bill Sturm Studios, Inc. Sturm Studios produce motion pictures, animation and slide films for television, industry and the Government. Gilmartin has been connected with Loucks and Norling Studios, commercial film producers, for the last 15 years.

WB Names Booker

CLEVELAND, March 17.—Tony Laurie has been named head booker for Warner Brothers here. He succeeds Arthur Ehrich who, after many years with the company, has resigned because of ill health. Frances Kates, out of the industry for many years, has returned to book for the city.

Soviet Films

(Continued from page 1)

change agreement. Film deals for other areas are on the Soviet agenda, he maintained.

Streibert, who is here with USIA film chief Andrew W. Smith to enlist industry cooperation in producing and distributing Government information program films, praised the contribution of the motion picture industry in the past and said he knew it would continue in the future. He especially praised Cecil B. DeMille, chief USIA film consultant, and Frank Freeman.

Both Communists and American observers agree that films are the most effective single information medium, Streibert declared. He said one recent USIA policy has been to distribute its films through regular theatrical channels overseas, and all major American distributors are now cooperating in this program. As a result, the number of people seeing agency films is increasing, he said.

RKO Holders Meet

(Continued from page 1)

cated that the Hughes' plan to pay $6 per share to the stockholders for the company's assets will win the necessary majority. According to Hughes' offer, a majority vote of stockholders is required, exclusive of his own holdings, which are 1,262,120 shares of the 3,914,913 shares outstanding. The offer of Hughes, the company's board chairman and principal stockholder, also sets the following deadline: the special stockholders' meeting must act before April 1, and the assets will have to be transferred to him from the corporation not later than 10:00 A.M., April 2.

On the eve of the special stockholders' meeting, the effect of the two pending minority stockholders' suits against Hughes and corporate directors on the projected sale remained unclarified. It was not known, for instance, whether the suit now pending in Wilmington, Del., challenging the legality of the sale, will be made a contingency in the approval by stockholders, or whether the suit will be ignored in tomorrow's action here. The other suit pending is in Las Vegas, Nev.

Hughes' offer to give every stockholder a pro rata portion of the $23,489,478 which he will pay for the company's assets was recommended for approval by the board of directors when they met Feb. 12-13 in Atlanta.

Pelson Joins Moulin As Aide to Crown

Ernest Pelson has joined Moulin Production Co., as executive assistant to Alfred Crown, president of the company, which has established a new New York office at 655 Madison Ave.

Moulin Productions, responsible for "Moulin Rouge," is currently producing "Duel in the Jungle," "Beachhead," and "Moby Dick."

Heads TV Station

TORONTO, March 17.—Eugene Fitzgibbons, former district manager of Famous Players' theatres at Windsor, has become general manager of Central Ontario, Ltd., which has opened Station CKCO-TV at Kitchener, Ont., the first television broadcasting enterprise in which FPCC has a partnership interest.

Jack Warner

(Continued from page 1)

president in charge of production, who recalled that he had once been a film editor himself, "there is a surge of great product. Ours is an industry that always comes through when the chips are down.

"The industry," Warner continued, "has faced the competition of free television entertainment, but with new methods of attracting theatre-goers being formulated every day we are meeting and beating it."

Lauds New Media

Among the factors contributing to the renewed health of the industry he cited CinemaScope, in which his company has already completed approximately 10 pictures and Cinerama, "a tremendous and immediate success." He pointed out that three-dimensional pictures such as "Hondo" and "Phantom of the Rue Morgue" were box office successes. Other methods, he said, that have equal opportunities for success are being developed.

"The pessimists, the calamity howlers and prophets of doom have no rightful place in our business," Warner continued. "They slow up action, then stifle enthusiasm and initiative. They clutter up the picture with trite and sometimes damaging dialogue."

The major problem presently facing the industry, Warner said, is keeping the wheels of production turning and providing the world's theatres with good pictures. And, he added, "this responsibility must be shared by all creative talents of our industry. Some apparently feel that they can afford idleness better than the rest of us. The sometime actor, the odd-moment writer and some directors can —and sadly do—throw roadblocks in the path of production.

'The Code of Work'

"If the creative talent of our industry does not choose to work it can keep laborers, bookkeepers, office workers and all craftsmen on the lots from working. I make a plea—with all my heart—that actors, writers and directors think less of self and more of the great industry that has done so much for everyone in it.

"While everybody's mind is on the motion picture code," Warner said, "I want to remind you of another code. It's older than the motion picture code. It's the code of work."

Paying tribute to film editors who "constitute an important and respected group whose voice carries weight and authority in the industry," Warner said:

"Some small segment of the public may think of the film editor as a sort of executioner whose function is to lop off actors' heads and drop them on the cutting room floor. The men and women of the industry know better."

Academy Nominees Honored

Film editor nominees for Academy Awards who were honored at the meeting and the pictures that each edited included: Everett Douglas, "The War of the Worlds"; Otto Ludwig, "The Moon Is Blue"; William Lyon, "From Here to Eternity"; Robert Swink, "Roman Holiday"; Irvine "Cotton" Warburton, "Crazylegs."

Red Skelton was master of ceremonies at the affair and Barbara Stanwyck made the presentation.

Juvenile Policy Ups Attendance by 20%

CORTLAND, O., March 17.—Attendance has jumped 20 per cent at Irving Field's Cortland Theatre here since he inaugurated a policy of barring children unless accompanied by an adult. Vandalism has disappeared completely, Field said.

A survey of 600 persons in this area to determine their reaction to the policy revealed that they were in accord 100 per cent.

Completing Plans for V. C. Dinner Here

Definite plans for New York Variety Club's first annual heart award dinner on May 6 are nearing completion, according to Russell V. Downing, chairman of the dinner committee, who expects to be able to release complete details within two weeks.

Downing announced the following additions to the national committee: Jack Beresin, Edwin O. Blackburn, A. K. Chapman, Gen. E. P. Curtis, Gus S. Eyssel, Simon Fabian, Alan E. Freedman, T. J. Hargrave, John H. Harris, J. Robert Hoff, Dr. Herbert T. Kalmus, Fred C. Matthews, Samuel Pinanski, H. G. Place, J. Myer Schine, Harold Sharp, Charles P. Skouras, George Skouras, Joseph F. Taylor, Rutledge B. Tompkins, Joseph Vogel, Harry M. Warner, James L. Wolcott and Marc J. Wolf.

The Heart Award dinner, honoring William J. German, will be held in the Grand Ball Room of the Waldorf Astoria Hotel.

The goal of the Committee is a journal of 100 pages.

Legion Scans Seven; Calls All Class A

Seven new pictures have been reviewed by the National Legion of Decency and all have been designated as Class A in the latest listing of the organization. In Class A, Section 2, are "Casanova's Big Night," "The Mad Magician" and "Phantom of the Rue Morgue."

The four films placed in Class A, Section 1, are "Rose Marie," "Racing Blood," "The Iron Glove" and "Go, Man, Go."

4 Texas Bows Set for 'Arrow in the Dust'

DALLAS, March 17.—Allied Artists' "Arrow in the Dust" will open in four Interstate Circuit houses for its world premiere on April 30, it was announced by James Prichard, Southern division manager.

It will bow simultaneously in the Metropolitan, Houston; Ellanay, El Paso; Palace, Fort Worth, and State or Martini, Galveston.

Heads Buffalo Local

BUFFALO, March 17.—John Serfustino has been elected president of Local F-9, Exchange Employes Union. Other new officers for 1954 are: Josephine Genco, business agent; Florence Kiley, vice-president; Josie Lee Moore, financial secretary, and Gloria Picerno, recording secretary.

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Now . . . from RCA, the leader in all phases of sound . . . comes this important announcement of QUALITY STEREOPHONIC SOUND PRICED TO MEET EVERY BUDGET REQUIREMENT.

To the small-theatre operator, this announcement presents—for the first time—the opportunity to buy from the leader in the field at a price he can well afford. Here is the same basic sound system already installed in the projection rooms of the nation's finest theatres — made available through RCA's background in electronics and vast manufacturing facilities. Here are the quality components of this low-cost package:

1. **Famous, All-New**
   AUDIO-SYNC AMPLIFIER SYSTEM
   The latest in operator convenience
   The finest in 4-channel sound

2. **Universally Accepted.**
   Soft-Loop System,
   BUTTON-ON SOUNDHEAD

3. **New, Proved-Design,**
   Reflex-Baffle
   EXTENDED-RANGE SPEAKERS
   Specially-designed for theatres up to 1200 seats

Now, get ready to cash in on the bigger grosses the new film techniques offer. CHECK your RCA Theatre Supply Dealer for details and for information on RCA's liberal financing plan. FOR EARLY DELIVERY, WRITE, WIRE, OR PHONE YOUR RCA DEALER NOW.

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Twentieth Century-Fox presents "**PRINCE VALIANT**" starring JAMES MASON • JANET LEIGH • ROBERT WAGNER • DEBRA PAGET • STERLING HAYDEN • Produced by ROBERT L. JACKS • Directed by HENRY HATHAWAY • Screen play by DUDLEY NICHOLS • Color by TECHNICOLOR — DELUXE • Based on King Features Syndicate's "Prince Valiant" by Harold Foster



A limited number of prints will be available for Easter engagements of the finest CinemaScope presentation yet offered. It is suggested you immediately contact your 20th Century-Fox branch manager.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 53 NEW YORK, U. S. A., FRIDAY, MARCH 19, 1954 TEN CENTS

Closed-Doors Meet

Senate Group Takes Up Tax Relief Plea

Puts Off Vote on Added Reduction Until Today

WASHINGTON, March 18.—The Senate Finance Committee, meeting behind closed doors, today discussed proposals for greater admissions tax relief for the motion picture industry, but put off a vote on the question until tomorrow.

The committee today began its executive session consideration of the House-passed excise bill, which includes a reduction of the 20 per cent admissions tax to 10 per cent. According to members present, Sen. Kerr (D., Okla.) led off the discussion for greater relief for the

(*Continued on page 6*)

Columbia Launching 'Clean Up' Drive

Columbia's sales and liquidation campaign, the "Clean Up With Columbia" drive, will begin next Friday and run for 13 weeks, through June 24, it was announced in New York yesterday by general sales manager A. Montague. The drive will involve the entire field sales force of the company's 32 domestic branches.



A. Montague

During the period of the "Clean Up With Columbia" drive, the company will have eight pictures available for booking. Heading the list will be

(*Continued on page 6*)

Chicago 'Scope Suit May Exclude M-G-M

CHICAGO, March 18.—Commenting on the M-G-M invitation to bid for the first outlying run of "Rose Marie" in Chicago, attorney Richard Orlikoff, representing the Melbro Theatre Corp., operating the Rockne Theatre, today said that if M-G-M continues the policy, initiated with the

(*Continued on page 6*)

Yates Hits at Stereo Sound

By ARGEO SANTUCCI

ROME, March 18.—Continuing his criticism of stereophonic sound and other phases of the new techniques, H. J. Yates, Republic Pictures president, told Italian exhibitors that the widespread adoption of stereophonic sound could bring about a serious product shortage for small and medium-sized theatres.

In his address at the headquarters of the AGIS, the Italian Association of Exhibitors, Yates said: "Should the majority of first run theatres throughout the world install stereophonic sound, the result must be that all producers of motion pictures will be compelled to adopt stereophonic sound, as they will not be able to produce good, conventional sound pictures at present day costs for a limited or split market.

"This naturally would have a tendency to limit the number of conventional pictures which would be pro-

(*Continued on page 4*)

Favor T-H Change Studio Unions Back

WASHINGTON, March 18.—The Senate Labor committee was reported to have agreed informally on an amendment to the Taft-Hartley law to reduce from 30 to seven days the union shop waiting requirement for the motion picture industry. The change has been sought by Hollywood unions.

At present, a film worker cannot be made to join a union in a studio covered by a union shop contract until

(*Continued on page 6*)

Six VistaVision-Type Units to Technicolor

HOLLYWOOD, March 18.—The Mitchell Camera Co. this week completed and delivered to Technicolor six camera-movements capable of photographing in the extra-area-negative manner used by Paramount for VistaVision, MOTION PICTURE DAILY has learned exclusively. The company has six more camera-movements on order for Technicolor, a Mitchell executive disclosed, and has orders from Paramount for eight more.

Schimel Will Head Industry Campaign For U.J.A. Again

Adolph Schimel, vice-president, secretary and general counsel of Universal Pictures Corp., was reappointed chairman of the amusement division of the United Jewish Appeal for the 1954 campaign at the first planning and organizing meeting, held yesterday in the board room of Paramount Pictures. Schimel served as division chairman for last year's campaign.



Adolph Schimel

Barney Balaban, Paramount president, was host at a luncheon which accompanied the meeting, and

(*Continued on page 4*)

To Unveil Super Panater

New Variable Lens Show Set for Here Wednesday

The new variable anamorphic projection lens, developed by Robert E. Gottschalk in Hollywood, will be demonstrated here on Wednesday at the RKO 86th Street Theatre, just two days following the demonstration at the same theatre of the Tushinsky SuperScope lens.

The announcement of the Wednesday demonstration was relayed here from Los Angeles, headquarters of Panavision, the system which utilizes the Gottschalk prismatic lens, known as Super Panater. All members of the industry will be invited to attend the show, it was stated.

The Super Panater lens was described as the lens that has been undergoing extensive tests behind closed doors at the Metro-Goldwyn-Mayer studio. Loew's International was said to have ordered Super Panater lenses for their theatres on the basis of the tests.

Gottschalk, president of Panavision, Inc., in a statement claimed that the

(*Continued on page 6*)

Another Step

RKO Holders' Meet Accepts Hughes' Offer

Consummation of Sale Awaits Suit Decision

DOVER, DEL., March 18.—Stockholders of RKO Pictures at a special meeting held here today, voted to accept the Howard Hughes' offer to purchase the company for $23,489,478 in cash.

The meeting also moved to reduce the capital of the corporation in the manner proposed in the proxy statement. Final consummation of the sale, however, will await the decision of Chancellor Collins J. Seitz, presiding over the minority stockholders' suit in Wilmington.

Only one stockholder, Lewis Gilbert, of New York City, voiced any disapproval of the action and made known his attitude at the meeting. James R. Grainger, company president,

(*Continued on page 5*)

Ten in Preparation At 20th-Fox Studio

With "Broken Lance" currently before the anamorphic-lensed camera on location at Nogales, Ariz., and "The Egyptian," Darryl F. Zanuck's personal project for 1954 in work at the studio, 20th Century-Fox also has 10 other major CinemaScope pictures in various stages of pre-production planning.

The films, all of which will be in Technicolor, consist of: "Pink Tights," to be produced by Sol C. Siegel from a screenplay by Arthur Sheekman and

(*Continued on page 5*)

Para. Now Has Nine For VistaVision

In addition to Cecil B. DeMille's "The Ten Commandments," Paramount will produce three other motion pictures in VistaVision. They are "Angels' Cooking," "Run For Cover" and "The Rose Tattoo," it was announced by the company.

Nine pictures to date have been set by Paramount for production in VistaVision. The others are "The Big Top," "White Christmas," "Strategic Air Command," "The Covered Wagon" and "Catch A Thief."

Personal Mention

ILYA LOPERT, president of Lopert Films, will leave here today for London.

•

GASTON J. DUREAU, JR., president of Paramount Gulf Theatres, New Orleans, left there last night by plane with MRS. DUREAU for New York. They will sail from here on Wednesday for Europe aboard the "United States."

•

SHEILA BERNSTEIN, secretary to RODNEY BUSH, 20th Century-Fox exploitation manager, will be married here tomorrow to IRVING FRIEDMAN, of New York.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave New York at the weekend for Cleveland and Detroit.

•

GUY A. KENIMER, retired official of the Talgar Theatre Co. of Florida, and MRS. KENIMER, have returned to Jacksonville following a vacation.

•

LOU GINSBURG, of Amalgamated Buying & Booking Service, New Haven, has left there for a tour of the Southern states.

•

FRED SCHWARTZ, president of Century Theatres, has left New York for Europe.

•

DAVE PRINCE, Southern division manager for RKO Radio, has returned to Atlanta from Jacksonville.

•

MARTY WOLF, assistant general sales manager of Altec Service Corp., has left New York for Atlanta.

•

CHESTER ERSKINE, producer, will return to Hollywood today from New York.

Trip Abroad Planned By Para.'s Hartman

HOLLYWOOD, March 18.—Don Hartman, executive producer at the Paramount studio, will leave here late in March for a month's business trip to New York and Europe. He will stop in London, Paris, Rome and Madrid, visiting Paramount exchanges and checking with the studio's overseas representatives. An important part of his tour will be discussions concerning VistaVision, which Paramount will introduce in Irving Berlin's "White Christmas."

Censorship Debate

Martin Quigley, Jr., editor of The Motion Picture "Herald"; Dr. Hugh M. Flick, director of the motion picture division of the New York State department of education, and Ephraim S. London, attorney, are scheduled to participate in a TV—radio discussion of the topic "Is Movie Censorship a Must?" The program is "American Forum of the Air," on the NBC television and radio networks from 2:30 to 3:00 P.M., E.S.T., on Sunday.

Free Newark Show Poses Problem of How Percentage Deal Can Be Worked Out

The experiment of Lewis Tortariello in admitting patrons gratis to his Treat Theatre in Newark, N. J., last Monday boosted his Tuesday business, but the manner in which Columbia Pictures will collect its percentage was still undecided yesterday. Columbia, however, will seek to collect its payment on the basis of the Sunday gross.

Tortariello, in a move to lure the usual TV stay-at-homes on Monday nights, announced that all patrons would be admitted free to see "From Here to Eternity." The offer resulted in a packed house and he doubled his concessions business. Exhibitors from all over Newark came to his theatre to see what would happen, Tortariello said. He added that the next day he saw many new patrons and that he believed he had won a large number of new customers.

$9,000,000 to I.F.E. Under Current Pact

ROME, March 18.—Official estimates place the total amount of credit which will have been granted by American distributors in Italy to Italian Films Export under the current agreement between this country and the American film industry at $9,000,000 when the agreement expires next Aug. 31.

Arrangements for resumption of the talks on a new agreement are expected to be made by Eric Johnston, Motion Picture Association of America president, in the near future. They may be held either here or in New York. Initial talks were begun recently by Eitel Monaco, ANICA vice-president, and G. Griffith Johnson of MPAA here. No definitive decision was undertaken. However, unofficial sources say that the American industry's proposals involve a sharp reduction of the financial aids to the I. F. E.

Pact Is Under Fire

Industry circles here regard it as more than a coincidence that the Society of Independent M. P. Producers and the Independent M. P. Distributors Association chose this particular time to renew their attacks on the agreement.

Mrs. Ernest Schwartz

CLEVELAND, March 18.—Mrs. Ernest Schwartz, widow of the late Ernest Schwartz, executive of the Cleveland Motion Picture Exhibitors Association, died suddenly in Miami Beach. Funeral services are being arranged. by the family. Schwartz died six weeks ago.

Newport Showman Dead

NEWPORT, R. I., March 18.—Harry Horgan, 57, of Newport, R. I., an exhibitor for 30 years, died suddenly March 17 at his home here of a cerebral hemorrhage. He operated the Opera House. He is survived by his widow, three daughters and one son. Funeral services will be held Saturday morning.

Fellerman a V.P.

Max Fellerman has been named vice-president and general manager of Lopert Films, Inc., by Ilya Lopert. Fellerman joined Lopert three weeks ago after severing his connections with American Broadcasting - Paramount Theatres.

Senate Vote Today On NY Censor Bill

ALBANY, March 18.—The Senate today postponed action until tomorrow on the Brydges bill defining "immoral" and "incite to crime" in the state film licensing law.

Assemblyman James A. FitzPatrick said that his companion measure "will pass the Assembly Friday" and will be transmitted to the Senate. There it will be submitted as the Brydges bill. FitzPatrick expected a vote by the upper house, too, some time tomorrow.

Another source stated, "there will be debate in both Houses." Meanwhile, Assemblyman Harold Tyler, Chittenango exhibitor, announced his opposition to the legislation "tightening" censorship. There was a report that Senator George R. Metcalf, Auburn publisher, would also vote negative.

20th-Fox Mapping 'Valiant' Campaign

A heavy promotional campaign in which King Features, Hearst Promotion Enterprises and some 50 toy and children's clothing manufacturers will take part has been prepared for 20th Century-Fox's "Prince Valiant," scheduled to open in 213 situations during the Easter season.

Hearst newspapers have already published illustrated feature stories describing the transition of "Prince Valiant" to the screen, while the Hearst Promotion Enterprises will have a specially-recorded radio talk between the film's two stars played on 240 radio stations on Easter Sunday. King Features has started a periodic servicing of "Prince Valiant" material to client newspapers while manufacturers of "Prince Valiant" toys and clothing will run advertisements in conjunction with the picture.

Houser Returning to Coast as Lieber Aide

Mervin Houser, who has been RKO Radio's Eastern director of advertising and publicity for the last year, will move to Hollywood in mid-May to become executive assistant to Perry Lieber, national director of advertising-publicity.

Houser moved here from the Coast at the time he took over his present post. No successor has been named as yet.

Streibert, of USIA, Urges Greater Role In Film Festivals

LOS ANGELES, March 18.—Theodore C. Streibert, director of the U. S. Information Agency, urged the American Motion Picture Industry to take a larger and more active role in international film festivals.

American films shown at these festivals vividly show American habits and accomplishments, and thus are an important supporting element to U. S. foreign policy, he declared. He also said that display of U. S. pictures is bringing real credit to the U. S. abroad and helping to develop mutual understanding.

Will Report on Festivals

Streibert, who is in Hollywood to confer with industry leaders on production and distribution of U.S.I.A. films, said this idea would be stressed in a forthcoming report by U. S. Government delegates to various film festivals. The report will cover the festivals at Cannes, Venice, Edinburgh and other cities.

Purpose of the report, Streibert stated, is to provide American producers and other groups with all available information on these events so that U. S. participation may become more effective in the future. He suggested that producers consider providing more documentary, educational and children's films for showing at future film festivals.

Set Demonstrations Of Mirra-Scope

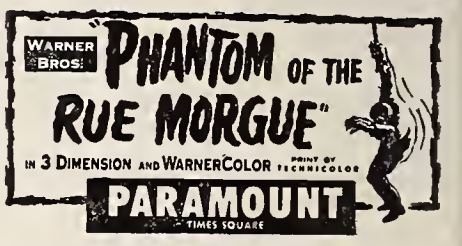
KANSAS CITY, March 18.—Demonstrations of Mirra-Scope, drive-in screen surfacing, will be held at the Terrace Drive-in Theatre, Boise, Ida., on March 25-27 and at the Heart Drive-in here during the first week in April. The facing is the invention of Virgil Odell, of Boise, and is manufactured by First-American Products of Kansas City.

The Mirra-Scope screen is reported to have been engineered to give equal distribution of light over a 90-degree viewing cycle for CinemaScope, wide screen, 3-D and standard.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"RHAPSODY"
starring ELIZABETH TAYLOR
VITTORIO GASSMAN JOHN ERICSON LOUIS CALHERN
Color by Technicolor - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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"BEACHHEAD!"

ESTABLISHED...

A SMASH GROSSER!

SENSATIONAL BUSINESS IN NEW ORLEANS (Sanger); SAN DIEGO (Fox, State, Loma); MIAMI (Carib, Miami, Miracle); TAMPA (Park); JACKSONVILLE (St. John's); LOS ANGELES (Los Angeles, Uptown, Loyola, Hollywood, Village Westwood); LONG BEACH (Imperial, Crest, Belmont).

WATCH FOR NEW OPENINGS COMING UP IN KEY CITIES ALL OVER THE COUNTRY!

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AUBREY SCHENCK presents TONY CURTIS · FRANK LOVEJOY · MARY MURPHY in "BEACHHEAD" · PRINT BY TECHNICOLOR

Featuring Eduard Franz · Skip Homeier · Sunshine Fukunaga · Dan Aoki · AN AUBREY SCHENCK PRODUCTION

Produced by HOWARD W. KOCH · Directed by STUART HEISLER · Screenplay by RICHARD ALAN SIMMONS

35TH ANNIVERSARY 1919 UA 1954

Schimel Heads

(Continued from page 1)

introduced Edward M. Warburg, U.J.A. national campaign chairman. Warburg cited a number of the most important problems confronting Israel at this time, the financial one being cited as the most urgent. He reported that a group of New York banks yesterday concluded an agreement for a $20,000,000 five-year loan to be used for refinancing some of Israel's more immediate and costly obligations, without collateral other than the record of contributions to U.J.A. which has been established in recent years.

$586,000 Contributed

Reporting on the amusement division's accomplishments in the 1953 campaign, Schimel disclosed that contributions amounted to $586,000. The total for the preceding year was $516,000. He said that the vendors' division, chairmaned by Charles Moss, accounted for $53,000, and that Balaban was instrumental in obtaining outside contributions amounting to approximately $120,000 with which the amusement division was not credited because the donors were from outside its ranks.

Schimel attributed the success of last year's campaign to "organization and cooperation." All concerned, he said, decided to do a job and, with effective assistance, accomplished their aim. He reappointed Abe Dickstein chairman of the film exchange division and expressed the wish that Moss, now in Europe, would serve again as chairman of the vendors' division, and Spyros Skouras, Jr., as chairman for corporate gifts.

Luncheon Planned

It was announced that the main campaign function within the industry will be held here in the latter part of May, probably in the form of a luncheon, as was the case last year. Schimel reported that at the close of last year's luncheon 70 per cent of the amusement division's quota was accounted for, leaving the committee ample time in which to reach the full goal assigned to the division.

Sam Rosen, vice-president of Stanley-Warner Theatres and Cinerama, also was a speaker at yesterday's session. Warburg urged attendance at the kick-off dinner for the Greater New York campaign, to be held at the Hotel Plaza, April 1, with Gov. Thomas E. Dewey as honor guest and Ambassador Abba S. Eban of Israel as guest speaker.

Travel and Hotel Men Cite Lowell Thomas

A plaque for his contribution to the stimulation of travel through Cinerama was presented to Lowell Thomas here yesterday at a luncheon given by the National Association of Travel Organizations and the Hotel Sales Managers Association at the Hotel Statler.

The travel men contended that Cinerama has been a stimulant to the travel bureaus in interesting the public in domestic and foreign travel.

In Canada Research Post

MONTREAL, March 18.—T. O. Bailey, formerly assistant research officer of the National Research Council, Chalk River, Ont., has joined Associated Screen Studios here as executive in charge of photographic chemistry, control and research work.

Reviews

"Beauties of the Night"

(Lopert-United Artists)

A "NATURAL" for art theatre audiences, this merry blend of fact and fantasy should score a bulls-eye. Its humorous screenplay about a young music teacher with a penchant for fantastic dreams allows director Rene Clair to display his keen imagination in satirizing such specific things as the French Revolution, the Three Musketeers, and the French conquest of Algeria, together with such general things as romance, fame and fortune. It enables Gerard Philipe to give a hilarious parody of two types of roles he has played in the past; the young sensitive dreamer and the gay swashbuckling adventurer. Furthermore, it provides a chance for such actresses as Martine Carol, Gina Lollobrigida, and Magali Vendeuil to demonstrate their beauty, charm and, even, singing ability. It's a gay comedy combining the spectacular with the sophisticated and it should proved to be one of the most successful of the films imported in 1954.

As the harassed, absent-minded, and scoffed-at music teacher in a French provincial town, Philipe manages to sweeten his frustrated day-time life by night-time flights of fancy in dreams. He is by turn a revolutionary, a soldier-hero, a famous composer, and more. His dreams are replete with romance. Gina Lollobrigida, a cafe cashier, Martine Carol, the mother of one of his pupils, and Magali Vendeuil, the daughter of a garage owner, are all transformed into Arabian princesses, daughters of Restoration aristocrats and other delectable females in his nocturnal fantasies.

Reality, however, gets harsher and harsher on Philipe and he starts behaving very emotionally in his every-day life. His friends grow alarmed but fortunately, a declaration by Miss Vendeuil that she loves Philipe in real life as much as he imagines she does in his wildest dreams, plus the acceptance for production of an opera he has written, save the day.

Rene Clair, in collaboration with Pierre Barillet and Jean Pierre Gredy, wrote the screenplay for this Franco-London production.

Running time, 84 minutes. General classification. For release early this summer.

G. B.

"The Siege of Red River"

(Panoramic—20th Century-Fox)

SEVERAL good story twists set "Siege of Red River" apart from the general run of outdoor films. The plot has originality, centering on Civil War espionage with a frontier background. Director Rudolph Mate has been resourceful in the staging of his action highlights, such as fist fights and Indian raids, while Van Johnson and Joanne Dru, both turning in one of their better performances, are backed by a strong supporting cast. In color by Technicolor, "The Siege of Red River" should do excellent business in action houses.

Van Johnson, as a Confederate captain operating behind Union lines, executes a clever train robbery and gains possession of the new Gatling machine gun. He heads south with his associate, Milburn Stone, the two men posing as salesmen of a wonder medicine. To get across the lines, they use Miss Dru, known as an ardent pro-Union patriot, as an unsuspecting front, and they also employ the services of Richard Boone, an unprincipled mercenary. Boone, however, shoots Stone and makes off with the gun which he sells to the Indians. The Indians use it to attack a Yankee fort and Johnson, learning that the lives of women and children are imperiled, goes to their assistance. When the attack is repelled, word is received that the war between the states is near its end, smoothing the way for romance between Miss Dru and Johnson.

Highlights of the film include a fist fight between Johnson and a Union soldier, a scene in which Miss Dru unintentionally becomes intoxicated on spiked tea, the train robbery and a final battle scene which is filmed in panoramic proportions.

Leonard Goldstein produced the film and Sidney Boehm wrote the screenplay.

Running time, 81 minutes. General classification. For April release.

"Rails Into Laramie"

(Universal)

AS a film of American frontier days, "Rails Into Laramie" travels along well-trod paths, but thanks to competent direction and a good cast, its ride is at least a smooth one. John Payne's ruggedness, Mari Blandchard's comeliness and Dan Duryea's smooth menace are all well utilized by director Jesse Hibbs. Though very much like many another Western, it has a good measure of action and interest.

Payne, as Sergeant Jeff Harder of the U. S. Army, is sent to Laramie to put a stop to sabotage of railroad construction there. Duryea has halted the construction by corrupting the workers and when Payne attempts to straighten things out, Duryea encourages riots, burnings and fights. Miss Blandchard, as Duryea's saloon partner, comes to Payne's aid and, recruiting an all-female jury, they manage to convict him. Duryea escapes in a commandeered locomotive but Payne gives chase and captures him.

The supporting cast includes Barton MacClane, Joyce MacKenzie and Harry Shannon with James Griffith contributing a nice bit as the simple-minded but loyal deputy marshal. Ted Richmond produced and D. D. Beauchamp and Joseph Hoffman did the screenplay.

Running time, 81 minutes. General classification. For April release.

Yates Hits

(Continued from page 1)

duced, resulting in a shortage of pictures," he said.

"This means that many of the smaller and medium sized theatres may find it difficult. Republic already has experienced this trend in America due to the closing of many theatres and the introduction of CinemaScope with stereophonic sound, which has enforced extended playing time and resulting in delays of months in the dating of conventional pictures of good quality."

Yates expressed the opinion that the divided policy of production with stereophonic and conventional sound, if persisted in, will bring about prohibitive costs and will confuse the public.

He referred to the present phase as the "emotional" or "hysteria period," and said that one result of the situation could be the abandonment by production companies of their "fewer but better" picture policy because their working capital will not permit investments in costly conventional pictures which cannot be liquidated in a reasonable time.

During his visit in England before coming here Yates also spoke of stereophonic sound and some of the new techniques in critical vein. "Until further notice," he reiterated here, "all Republic pictures will be produced for the conventional screen as well as the wide screen."

Yates Honored By Italy and Trade Press

ROME, March 18.—H. J. Yates, president of Republic Pictures, was presented with the Cross of Knight of the Order of the Italian Republic by State Undersecretary for Show Business Hon. Prof. Giuseppe Ermini.

Yates, visiting here, also was presented with a gold medal by the Italian film trade press in commemoration of his 45th anniversary in the industry.

Publicists Stalled On Pact Progress

The executive council of the Screen Publicists Guild here announced yesterday that negotiations between Columbia, Warner Brothers and Universal are deadlocked and that the companies have until March 31 to offer their proposals or a strike vote will be asked of the SPG membership.

The companies are reported to be not in favor of the "automatic progression" clause that the publicists are asking in their new contracts. The SPG is presently negotiating with 20th Century-Fox whose contract expires April 17. United Artists recently signed with the SPG publicists.

The Guild is willing to modify its demands so that it can come to an agreement with the companies. If no progress is reported by March 31, the SPG will ask the members to vote on a strike issue and to set a date for it.

Cowles Elects Mich V.P.

Daniel D. Mich, editorial director of the magazine "Look," has been appointed a vice-president of Cowles Magazines, Inc., publishers of "Look," by Gardner Cowles, president and editor. Mich was named editorial director of "Look" last January, coming from "McCall's."

RKO Holders

(Continued from page 1)

presided. Others of the board present for the meeting were Garrett Van Wagner, William H. Clark and J. Miller Walker.

Walker conducted the meeting assisted by Richard F. Corroon, of Wilmington. The meeting was attended by a total of 31 people of whom 14 were seated at the tables in the room with management officers and employees. Eight others were newsmen and two more identified themselves as observers representing counsel in several lawsuits which have been filed opposing the sale. One of these was Herbert Cobin of Wilmington, who was associated with Harry Halperin, representing the plaintiffs in the case before Chancery Court.

At the conclusion of the meeting, which lasted for about two-and-a-half hours, with a short recess, RKO issued a statement which read:

"James R. Grainger, president of RKO Pictures Corp., announced today that . . . there were present at the meeting, in person or by proxy, a total of 3,358,116 shares consisting of 1,262,120 shares owned by Howard Hughes and 2,095,996 shares owned by other stockholders. Approximately 8,000 stockholders were represented at the meeting. Stockholders took action to approve the acceptance recommended by the board of directors of the offer of Hughes to purchase all the property and assets of the corporation for $23,489,478 in cash and to authorize sale of the property and assets pursuant to the offer.

"Stockholders also approved and authorized the reduction of the capital of the corporation in the manner and the extent set forth in the proxy statement so as to enable stockholders other than Hughes to receive promptly their pro-rata share of the purchase price consisting of $6 for each share, tendered for redemption.

"The affirmative vote in favor of acceptance of the offer passed by all stockholders entitled to vote at the meeting, including stock owned by Hughes, amounted to approximately 85 per cent of all the stock of the corporation issued and outstanding and entitled to vote. The affirmative vote in favor of acceptance of the offer, cast by all stockholders entitled to vote at the meeting, exclusive of stock owned by Hughes, amounted to 77 per cent of all the stock of the corporation, issued and outstanding and entitled to vote exclusive of that owned by Hughes. The vote against approving and authorizing such matters amounted to less than three per cent of the stock issued and outstanding and entitled to vote, exclusive of stock owned by Hughes."

In objecting to the sale of the stock to Hughes, Gilbert contended that a meeting of this nature should not have been held in Dover, Del., but in New York City, which would have given more RKO stockholders an opportunity to attend the meeting. He also insisted that every shareholder should be given the opportunity to share in the ultimate fate of the company. He said that the shares may be worth more than $6 and that this figure was, at best, an arbitrary one.

According to the terms of the Hughes' offer, the assets must be transferred to Hughes from the corporation not later than 10:00 A.M. on April 2.

Following the stockholders' meeting, Grainger left here by plane for Las Vegas, where he will be present for possible testimony in the minority stockholders' law suit pending in the Las Vegas court. Following his stay in Las Vegas, it was stated, Grainger will proceed to Hollywood.

Gilbert maintained that stockholders ought to be wary of the Hughes' offer, characterizing it with that ancient "beware of Greeks bearing gifts."

Further, Gilbert challenged the statement of RKO officials and directors concerning the value of the RKO property. He pointed out that the property may have valuable rights of which stockholders are unaware. He thought that it was not beyond the realm of possibility that the studios on which RKO was located may be located on oil lands, or that they might be the site of a tremendous development or a great shopping center.

While the management insisted that the RKO properties were only good for motion picture purposes, Gilbert said that they did not know, for certain, what other valuable assets they may contain.

Richard F. Corroon, of RKO counsel, however, told the meeting that all the points on which Gilbert touched were before Chancellor Seitz, for adjudication and for final settlement. It was understood the sale of the firm was subject to the decision which would be issued by Chancellor Seitz, following the conclusion of the trial last week, involving a motion for injunction on the sale to Hughes and also the suggestion by plaintiff counsel for the appointment of a receiver for RKO.

Hurok To Produce 'Aida' In Italy

ROME, March 18. — Sol Hurok, opera and concert impresario, announced yesterday that he will sponsor a motion picture version of Verdi's opera, "Aida," in conjunction with I.F.E. Releasing Corp.

Review

"Racing Blood"

(20th Century-Fox)

THE chief asset of this film about a boy raising a champion race horse is Jimmy Boyd, a youngster who brings to his film debut a good supply of zest, enthusiasm and genuine charm. Other plus factors are John Cleveland, who is suitably ingratiating as Boyd's simple-minded, lovable grandfather, and Jean Porter who plays a racing stable owner's daughter with charming winsomeness. On the debit side are some stereotyped dialogue and acting and some slow-paced direction. "Racing Blood," in consequence, shapes up as best suited to double feature and juvenile audience programs.

When a prize mare foals twin colts, Cleveland, the stable man, is instructed to destroy one which has a cloven hoof. At his grandson's behest, Cleveland spares the colt and the two secretly rear him. They manage to heal the hoof, and then bring the colt back to the stables and train it as a race horse. Eventually, it is entered in the big race and wins out over its twin which was foaled without a handicap.

Bill Williams, as the trainer, is teamed with Miss Porter for the romantic interest. John Eldridge plays the stable owner. Wesley Barry produced and directed from a screenplay by Sam Roeca. The picture is in color by Super-Cinecolor.

Running time, 76 minutes. General classification. For immediate release.

Graham Appointed to RETMA Engineering

WASHINGTON, March 18.—Virgil M. Graham, formerly with Sylvania Electric Products, has been placed in charge of the RETMA engineering department, it was announced yesterday by Dr. W. R. G. Baker, director of the engineering department of the Radio-Electronics-Television Manufacturers Association. Graham succeeds Ralph R. Batcher, who has resigned after four years as chief engineer. Since 1946, Graham has been director of technical relations for Sylvania. The RETMA engineering department is located in New York.

Ten at 20th

(Continued from page 1)

Everett Freeman, starring Frank Sinatra; "A Woman's World," scenarized by Lindsay and Crouse, starring Clifton Webb, directed by Jean Negulesco and produced by Charles Brackett; "Jewel of Bengal," produced by Charles Brackett; "Daddy Long Legs," starring Fred Astaire and Leslie Caron, produced by Sol C. Siegel; "Prince of Players," with Richard Burton, scripted by Moss Hart from Eleanor Ruggles' life of actor Edwin Booth, produced by Sol C. Siegel; "The Racers," starring Kirk Douglas, directed by Henry Hathaway, produced by Julian Blaustein.

Berlin Work Included

Also Irving Berlin's "There's No Business Like Show Business," starring Ethel Merman, Donald O'Connor, Dan Dailey and Mitzi Gaynor, directed by Walter Lang, produced by Sol C. Siegel, music and lyrics by Irving Berlin; "Desiree," starring Jean Simmons, directed by Henry Koster and produced by Julian Blaustein; "Saber Tooth," produced from an original idea by Philip Dunne, and "Untamed," directed by Henry King, produced by Bert E. Friedlob and William Bacher on location in Africa and at the studio.

New A.A. Office

WASHINGTON, March 18.—Allied Artists will open its new office at 913 New Jersey Avenue, Northwest, on Monday, it was announced by Milt Lipsner, exchange manager.



Individually Designed and Custom Built

FOR EXECUTIVE TASTE, this fabulous new colonial home on 5 acres offers the dignity and charm of native stone hand cut shingles, with all the convenience and efficiency of modern design and construction. Ideal for entertaining.

It's on a high ridge in New Canaan, with a superb view of the Sound and the New York City skyline.

THE 14 ROOMS, ON 2 LEVELS, include 4 master bedrooms with baths; living room, dining room and playroom, all with fireplaces; library with bath; card room with bath; kitchen; pantry, breakfast room; 4 outdoor decks, radiant heat, servants' apartment, 3 car garage. Asking $175,000.

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Columbia

(Continued from page 1)

"From Here to Eternity." Among the others which will be concerned with the drive are: "Miss Sadie Thompson," the Technicolor version of Maugham's story; "Salome," starring Rita Hayworth, Stewart Granger, and Charles Laughton; "It Should Happen to You," new comedy, starring Judy Holliday and Peter Lawford, and introducing Jack Lemmon and featuring Michael O'Shea; the Alan Ladd Technicolor starrer, "Paratrooper," also starring Leo Genn and introducing Susan Stephen; "The Big Heat," melodrama starring Glenn Ford and Gloria Grahame with Jocelyn Brando; "Let's Do It Again," Technicolor comedy starring Jane Wyman and Ray Milland with Aldo Ray, and "The Last Posse," outdoor drama starring Broderick Crawford, John Derek, Charles Bickford and Wanda Hendrix.

T-H Change

(Continued from page 1)

he's been on the job 30 days. The unions contend that many jobs don't last that long, and great numbers of people can be hired without ultimately being required to join the union. The change would require a new worker to join the union after he's been on the job seven days.

The committee has not completed its work on a bill revising the Taft-Hartley law, but many votes have been taken on individual provisions, including the union shop one, according to reports.

Clavell To Produce, Direct For Caribe

Newly-formed Caribe Productions has signed duMaresq Clavell to produce and direct its forthcoming color "Trunk Bay," Eugene Gutowski, president, announced yesterday.

Shooting will begin around June 1 in the Virgin Islands, Gutowski said. "Trunk Bay" will be the first in a series of color films from the organization designed to meet the growing exhibitor needs, Gutowski said.

No distribution plans have been set as yet, he said.

'Knock' Next for Capitol

"Knock on Wood," Paramount musical with color in Technicolor, starring Danny Kaye and co-starring Mai Zetterling, will be the next attraction at the Capitol Theatre here. The picture was produced, directed and written by Norman Panama and Melvin Frank.

Neagle, Flynn Set to Star in London Hit

LONDON, March 18. — Herbert Wilcox has signed Errol Flynn to star opposite Anna Neagle in a film musical based on the London stage play, "Lilacs in the Spring," which starred Miss Neagle and ran for nearly two years.

Production of the film is scheduled to start April 20 at ABPC's Elstree studio. Republic Pictures will distribute in the Eastern hemisphere and United Artists in the Western.

Ticket Tax Meeting

(Continued from page 1)

industry, urging an exemption for lower-priced tickets. One or two other committee members supported Kerr, it was reported, but committee chairman Millikin (R., Col.) opposed the idea.

Millikin argued—as did Republican leaders in the House—that the committee had to reject all attempts to cut excises further than provided in the House bill. He said that if the committee made one exception, then it would be unable to prevent other exceptions and the result would be a bill that loses the Treasury too much revenue.

Contacting Committee

In preparation for the voting tomorrow, the tax committee of the Council of Motion Picture Organizations was making a last-minute effort to contact members of the Finance Committee and urge them to support an exemption for tickets costing 50 cents or less. If the drive fails in the Finance Committee, the industry's last hope would be to get an amendment written into the bill on the Senate floor—always a difficult job.

The outlook was bright, however, for another change asked by the industry—to make the new one cent for every 10-cent rate apply to major fractions of 10 cents rather than just to any fraction. Members said they knew of no opposition to this change in the bill.

In a Senate speech, Sen. Humphrey (D., Minn.), said he thought reduction to 10 per cent was inadequate, and that the Senate should either repeal the tax completely or at least exempt tickets costing 50 cents or less. He said he would support such a move on the Senate floor.

The House, meanwhile, passed and sent to the Senate the huge technical revision bill. The measure was passed with only one slight change from the version reported by the House Ways and Means Committee early this month.

Many Changes Provided

The bill would extend for one year the 52 per cent corporate tax rate, permit businessmen to take greater depreciation allowances for new equipment in the early years, require large firms to make advance payments of corporate income taxes, and permit firms to pay taxes on the basis of a 52-week or 53-week year. It also would extend the loss carryback from one year to two years, outlaw collapsible corporations and partnerships, set up clear rules for taxing partnerships, and make hundreds of other changes in the present law.

Working Press Urges Tax Bill Passage

The Radio-Newsreel-Television Working Press Association of New York has telegraphed its support of the bill to exempt from the admissions tax the first 50 cents of theatre admissions to Senator Eugene Milliken of the Senate Finance Committee. The group's telegram reads: "We would like to have the following read into the record of your committee: The Radio-Newsreel-Television Working Press Association of New York strongly urges favorable consideration by your committee of the exemption of the first 50 cents of theatre admissions from the admissions tax as well as the reduction of the tax to 10 per cent.

"Our membership, comprising the great majority of working newsmen in radio, theatrical newsreels and television newsreels, believes that such tax relief will strengthen the theatre industry. A stronger theatre industry means a better informed America. On behalf of the working reporters, cameramen, soundmen, electricians, and assignment editors of our association."

U.K. Labor Dispute Still Unsettled

LONDON, March 18.—The Association of Cinematograph Technicians, whose dispute with producers threatens to close down film laboratories here, rejected what was described as a "small" settlement offer made to it last night by officials of the Labor Ministry. The officials also had conferred with producer representatives.

The Ministry's conciliatory efforts will be continued, it was stated, in the hope of averting a disastrous work stoppage.

Another joint meeting is likely to be held tonight.

Delinquency Picture Acquired by Meadow

"Glass Houses," a two-reel featurette dealing with the problem of juvenile delinquency, has been acquired for distribution by Noel Meadow, who is arranging premieres for it in major theatres in New York and other cities.

The film features Jay Jostyn, the district attorney in "Mr. District Attorney," radio series. In "Glass Houses" he is seen again in the role of a prosecutor in the enactment of a court hearing involving young miscreants.

$45,419 to 'Cell' in 3 N.J. Houses, 5 Days

Allied Artists' "Riot in Cell Block 11," in the first five days of its opening engagements at three New Jersey theatres, grossed $45,419, according to reports received by Morey R. Goldstein, AA vice-president and general sales manager. The houses showing the film are the RKO Proctor, Newark; State, Jersey City, and Fabian, Paterson.

The picture is being held for a second week in Albany, Schenectady, Utica and Troy, N. Y.

'Lagoon' Draws Well In Boston, Atlanta

"Creature from the Black Lagoon" drew more than $5,000 for its opening day in two Boston theatres—the Paramount and the Fenway—according to reports received at the headquarters of Universal-International here yesterday.

The company also was informed that the film, in its first week at the Paramount Theatre in Atlanta, grossed $14,500, a record for any U-I picture which has played that house to date.

Variable Lens

(Continued from page 1)

Super Panater "has the highest definition and color rendition heretofore achieved by any anamorphic lens." He added that these lenses "are compatible with all existing anamorphic systems, such as CinemaScope, VistaVision, and all other systems being developed currently. One of the unique features of the lens was said to be correction for distortion caused by curved screens. The lens was said to be easily mounted on the projector and can be removed or remounted within five seconds.

The inventor also stressed that his lenses are now in production on the West Coast, pointing out that the Panavision system includes variable anamorphic optical printing lenses which are available for outright purchase. In addition, he went on, a new anamorphic taking lens is being made available to the studios.

Chicago 'Scope Suit

(Continued from page 1)

release of "Rose Marie," of not requiring their CinemaScope pictures to be single-featured, it will no longer be necessary to include the company as one of the defendants in the Melbro suit for injunction to prevent film companies from forcing the Rockne to play CinemaScope pictures on a single-feature basis.

Inasmuch as 20th Century-Fox still is not allowing a deduction for the cost of a second feature when a theatre is running their CinemaScope productions, it can be assumed that Melbro will continue to seek injunctive relief against this practice by 20th-Fox.

IRE Convention Will Have Stereo Session

Technical exhibits and symposiums, including motion picture stereophonic sound, will be heard and seen at the 1954 convention of the Institute of Radio Engineers which opens here at the Kingsbridge Armory, Waldorf-Astoria Hotel and Hotel Shelton on Monday.

The four-day convention and engineering show will play to an expected 40,000 engineers.

Papers on topics ranging from color television, stereophonic sound, transistors, ultrasonics, medical electronics and "automaton," the automatic factory of the future, will be discussed in 30 sessions.

'People' Strong in Miami

"Night People," 20th Century-Fox's latest CinemaScope production, which opened at the Carib, Miracle and Miami theatres in Miami, is drawing well there, according to reports received in New York by the distributor. The two-day gross of $14,000 is said to be considerably ahead of previous CinemaScope productions playing the houses.

To Address NTFC

Stanton Osgood, manager of film production and theatre television for NBC, will address the March meeting of the National Television Film Council on Thursday at a Warwick Hotel luncheon, it was announced here yesterday by Melvin L. Gold, NTFC president.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 54 NEW YORK, U.S.A., MONDAY, MARCH 22, 1954 TEN CENTS

Senate Unit Votes U.S. Tax Exemption Up to 59 Cents

Finance Group Exceeds Compo's Request; Also Applies 10% Levy on Higher Prices To Major, Not Lesser, Fractions of a Dime

By J. A. OTTEN

WASHINGTON, March 21.—Cheered by a double-barreled victory in the Senate Finance Committee, the tax committee of the Council of Motion Picture Organizations started a drive to hold its gains on the Senate floor and in the final House-Senate conference.

The Senate Finance Committee on Friday voted—effective April 1—to exempt from the 20 per cent admissions tax all tickets costing 59 cents or less, and to reduce the admissions tax to 10 per cent on all tickets of 60 cents or more. This was even better than COMPO had asked: It had sought a 50 cents exemption. The House-passed excise tax bill cuts the tax to 10 per cent on all tickets, with no exemption.

Moreover, the Finance Committee heeded a second COMPO request and voted that the new rate on the higher-priced tickets should be one cent for each 10 cents or each major fraction. The House bill makes the tax apply on each 10 cents or fraction—no matter how small the fraction. COMPO had argued that the change could be particularly important for small theatres and children's admissions.

Chairman Milliken, (R. Colo.), said he hoped to bring the bill up on the Senate floor some time this week, possibly Wednesday, and to have it passed by the end of the week. Assuming the bill is not changed on the Senate floor, a House-Senate conference would then be required to

(*Continued on page 3*)

Reiterates Stand

Goldwyn Finds Pre-Release Policy Just

Hits at SBC Criticism, Stressing Rising Costs

A strong stand in favor of pre-release, advanced admission policies for "big" pictures was taken here at the weekend by Samuel Goldwyn, who recently purchased "Guys and Dolls" for $1,000,000.



Samuel Goldwyn

Goldwyn took the stand when asked to comment on the criticism heaped upon the pre-release system in the recent report of the Senate Small Business Committee. Everything costs more today, Goldwyn argued, and the public

(*Continued on page 7*)

M-G-M Increasing Production Slate To 26 Pictures

HOLLYWOOD, March 21.—Following conferences with Nicholas M. Schenck, president of Loew's, Inc., and other New York and studio executives, Dore Schary, M-G-M studio head, has announced a decision to increase 1954 production from 18 to 26 feature pictures.

As a result, Schary stated, seven major features will be placed into actual production this month. Preparation for other films will be speeded, with the eight additional pictures added to the schedule for subsequent months.

Joining in the studio meetings were

(*Continued on page 3*)

Myers Says Barnes Favors Distributors

WASHINGTON, March 21.—Allied States Association general counsel Abram F. Myers charged that Stanley N. Barnes, Assistant Attorney General heading the Anti-Trust Division, had shown "a bias in favor" of the film distributors.

Myers made the charge in comment-

(*Continued on page 7*)

Shutdown of British Production Looms as Dispute Closes 'Labs'

LONDON, March 21. — All film production here is expected to grind to a halt within the next week or two as a result of the shutdown of film laboratories last Friday night after attempts to settle the dispute with the Association of Cinematograph and Allied Technicians finally broke down.

The J. Arthur Rank Organization gave immediate dismissal notices to 30 of its Pinewood Studio employes, noting at the same time that additional lay-offs of unneeded employes will be inevitable unless there is a rapid settlement of the laboratory dispute.

The company also said that it is impossible to start work on new pro-

(*Continued on page 3*)

Variety Clubs Open Dallas Meet Today

DALLAS, March 21.—With a record attendance expected, Variety Clubs International's annual convention gets under way here tomorrow. Advance registrations had exceeded the 600-mark a week ago and the possibilities are that the figure will be doubled when the final tabulations have been completed.

The convention, which will be held at the Hotel Adolphus, will conclude Thursday evening with the Humanitarian Award banquet.

In New York, Variety Club Tent

(*Continued on page 7*)

N.Y. Assembly Votes Clearer Censor Bill

ALBANY, N. Y., March 21.—The Assembly on Friday unanimously passed and sent to the Senate the bill sponsored by Assemblyman James A. FitzPatrick and which defines "immoral" and "incite to crime" in the state film licensing law. The measure was submitted immediately to the Senate as the Brydges bill. The results of that body's deliberations on the

(*Continued on page 7*)

Meets Again With Rank

Skouras Proposes C'Scope Production to N.F.F.C.

By PETER BURNUP

LONDON, March 21.—Spyros Skouras, 20th Century-Fox president, discussed with officials of the government's National Film Finance Corp. last week the possibility of independent producers being assisted in the production of CinemaScope films here.

Skouras also conferred with J. Arthur Rank and the latter's managing director, John Davis, at 20th-Fox British headquarters, presumably on the subject of the stereophonic sound requirement for 20th Century-Fox CinemaScope presentations, to which Rank has objected. The American distributor plans to sell away from the theatre circuits of Rank in consequence.

No statement was issued by either

(*Continued on page 3*)

Lippert Sales Meet In Chicago Mar. 27

HOLLYWOOD, March 21.—Lippert Pictures will hold its annual sales convention, starting March 27th, at the Blackstone Hotel, Chicago, general sales manager Arthur Greenblatt disclosed, with the organization's 28 distributors in attendance.

Robert L. Lippert will announce

(*Continued on page 7*)

Cinerama in Detroit Hits $1,500,000

The first anniversary of Cinerama in Detroit will be celebrated tomorrow, with the gross at the Music Hall there hitting a tremendous estimated $1,500,000 over the course of 52 weeks, it was disclosed here at the weekend.

According to Si H. Fabian, president of Stanley Warner, "This Is Cinerama" in Detroit will have been seen by 877,000 people, representing a little less than half the population of Detroit. Fabian, however, maintained that comparing the attendance

(*Continued on page 7*)

Personal Mention

GEORGE WELTNER, president of Paramount International, left New York yesterday by plane for Hollywood.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Cincinnati today from New York.

•

MICHAEL HAVAS, RKO Radio Latin American supervisor, returned to Mexico City at the weekend from New York.

•

E. K. O'SHEA, Paramount Pictures vice-president for distribution, returned to New York yesterday from Buffalo.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Jacksonville.

•

LOREN L. RYDER, head of engineering and recording at the Paramount studio, will arrive in New York today from the Coast.

•

RUDI FEHR, Warner Brothers film editor in Hollywood, is the father of a daughter born to MRS. FEHR at the Cedars of Lebanon Hospital.

•

STUART REYNOLDS, producer, left New York at the weekend for Chicago on his return trip to the Coast.

•

STEVE COCHRAN arrived in New York at the weekend from Hollywood.

•

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from New York.

•

LEONARD GOLDSTEIN, producer, will arrive here today from Hollywood.

John Bockhurst, 60; Veteran Cameraman

ST. LOUIS, March 21.—Funeral services will be held here tomorrow for John A. "Bocky" Bockhurst, veteran newsreel cameraman, who died from burns suffered in a fire in his Washington home. Bockhurst, who was with News of the Day, organized the newsreel pool during World War II and had been a newsreel cameraman since shortly after the first World War.

Bockhurst was born in St. Louis in 1893 and at an early age went to Hollywood, where he shot a number of silent pictures.

Louis Lipstone, 61

HOLLYWOOD, March 21.—Funeral arrangements were being completed at the week-end for Louis R. Lipstone, head of Paramount Studio music department, who died of a virus condition last Thursday night at his home in Beverly Hills. He was 61. He leaves his widow, Ruth, his sons Howard and Ronald, his mother Katie and his sister, Mrs. Ann Greenspahn of Chicago.

H-63 Asks Walsh For Aid In Para. Talks

Richard Walsh, international president of IATSE, has been asked to step into the negotiations between Paramount's publicists and newsreel personnel and the company, Russell M. Moss, executive vice-president of Motion Picture Home Office Employees, H-63, IATSE, said at the weekend.

"We have not been able to reach agreement with Paramount for a contract covering the publicists and news personnel," Moss said. Walsh is presently in New Orleans concluding an executive board meeting of IATSE.

Moss said the union was negotiating with RKO Pictures, Stanley Warner Theatres and Carl Fisher Music for agreements covering home office employees.

Film Council Asks Voice In Making Foreign Pacts

HOLLYWOOD, March 21.—The Film Council (A. F. of L.) tonight asked management and government to give its members a voice in negotiations with foreign governments on trade agreements, asking "opportunity to fully discuss and explore negotiations with you before agreements are consummated." Citing rising unemployment, the council described studio workers today as "particularly affected by the rapid decline of domestic production in this industry."

Copies were sent Secretary of State John Foster Dulles, Motion Picture Association president Eric Johnston, Ellis Arnall, president of the Society of Independent Motion Picture Producers, and other government officials.

Three Film Groups Discuss Federation

The question of linking three motion picture organizations in a federation will be discussed here today at a meeting of delegates of motion picture councils, cinema clubs and film forums from all parts of the nation, who have assembled here for a three-day conference. Sessions will be held both at the Museum of Modern Art and the Gotham Hotel.

The advantages of federation were discussed at a meeting of the groups last year, and a committee was named at that time to draft a constitution and by-laws.

Stars to Omaha

The six-city saturation opening of Panoramic Production's "The Siege at Red River," one of the largest mass debuts of a 20th Century-Fox release, will start today in Omaha highlighted by the special visit from Hollywood of producer Leonard Goldstein and stars Debra Paget and Jeffrey Hunter.

'Beauties' Tonight

"Beauties of the Night" will have its American premiere at the Fine Arts Theatre here at 8:45 tonight, rather than at midnight, as previously announced. Rita Gam, Sloan Simpson, Maria Tallchief, and other celebrities will attend the opening, arriving at the theatre in hansom carriages.

Imposing Dais List For Skouras Dinner

BALTIMORE, March 21.—A roster of political, diplomatic, civic and business leaders, headed by Maryland Governor Theodore R. McKeldin, Jr., and Baltimore Mayor Thomas D'Alesandro, will be on the dais at the Variety Club of Baltimore testimonial dinner to Spyros P. Skouras, president of 20th Century-Fox, who has been named by the Variety Club, as the "Industry Man of the Year." The event will be held here on March 31, in the Emerson Hotel.

Others who have already accepted invitations to attend the testimonial are: Feridun C. Erkin, of the Turkish Republic, Solicitor General Simon E. Sobeloff, Senator John C. Luber, Rear Admiral Lewis Parks, Sol A. Schwartz, president of RKO Theatres, and Maxwell Raab of the White House staff.

'Courageous and Vital Role'

Skouras will receive a special plaque marking the occasion "for his courageous and vital role in the pioneering and development of CinemaScope, the projection medium which has launched a great new era in entertainment." The plaque further cites the film executive for "his unceasing and tireless efforts in behalf of the motion picture business, and for his representation of the highest American and moral ideals as a public-spirited citizen and selfless humanitarian."

All proceeds of the $20 per plate dinner will go to the Variety Club's Heart Fund drive.

'Beachhead' Set for 31-City Openings

United Artists' "Beachhead" will open in 31 key-city theatres on the Loew's circuit in mid-April, William J. Heineman, UA's vice president in charge of distribution, has announced. The cities included in the premiere are Atlanta, Nashville, Boston, Providence, Springfield, Worcester, Buffalo, Niagara Falls, Rochester, Syracuse, Columbus, O., Dayton, Akron, Canton, Cleveland, Toledo, Houston, Evansville, Indianapolis, Louisville, Kansas City, Bridgeport, Harrisburg, Reading, Wilmington, Pittsburgh, Memphis, St. Louis, Norfolk, Richmond and Toronto.

Filmed in Technicolor in Hawaii, "Beachhead" stars Tony Curtis, Frank Lovejoy and Mary Murphy.

U-I Latin American Conference End

BUENOS AIRES, March 21—Universal-International's Latin American sales conference has closed here after four days of discussions, during which new product was screened and plans for the current year outlined.

Delegates representing 20 Latin American countries attended the sessions which were conducted by Americo Aboaf, foreign general sales manager. Alfred Daff, president of the international company, told the convention that Universal would continue to make pictures in all processes, including CinemaScope with additional conventional versions.

Italy to Curb Reds' Political Influence In Film Industry

By ARGEO SANTUCCI

ROME, March 21.—Measures designed to put a stop to all abuses of official and political power in favor of communism in the fields of motion pictures, the theatre and finance in Italy are being taken by Premiere Mario Scelba.

Those fields, according to government officials, seem dominated by the Communist Party.

The government's statement, made public at Premier Scelba's office on Friday, said also that some motion picture production companies have as their principal purpose the financing of the Communist Party.

Export Trade a Target

In this connection it is believed that measures will be taken against film and other export companies which engage in trade with the Soviet Union and its satellites and pay a percentage of their earnings to the Italian Communist Party. This is recognized as one of the principal ways of financing the maintenance and expansion of communism in Italy.

Also, under the new program, left-wing film and stage producers will find it more difficult to inject communist propaganda in films and plays subsidized by the government. The new anti-Red measures may even affect the recently concluded deal for the exchange of Italian and Soviet motion pictures, it is believed here.

New Premier Establishes Ministry for Show Business

ROME, March 21.—Senator Giovanni Ponti, one of the founders of the Democratic Christian Party, has been named head of the special new Ministry for Press, Show Business and Tourism. Establishment of the new unit was one of the issues of Premier Mario Scelba's program and, with the vote of confidence given by Parliament last week, the way was cleared for it.

Ermini in Charge

Undersecretary of the new Ministry charged with administering the film section is Deputy Hon. Giuseppe Ermini, also of the Democratic Christian Party.

In announcing his program, Premier Scelba said: "No one can deny the importance of the theatre in moulding the education of the people. Hence the necessity for a more energetic interest on the part of the Government in this field."

ANTA Album Show For BOT May 27

Originally slated for Sunday, May 23, the ANTA Album benefit show which will be telecast over a closed circuit by Box Office Television, Inc., will take place Thursday evening, May 27, at the Broadway Theatre here, a BOT spokesman reported at the weekend.

According to reports, Sunday nights was found to be a less desirable time for theatre telecasts.

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M-G-M

(Continued from page 1)

New York executives Charles C. Moskowitz, Charles M. Reagan and Howard Dietz, who, with Schenck, returned East over the weekend.

Decision to increase M-G-M production, it was said, came with review of boxoffice returns on current films such as "The Long, Long Trailer," "Rhapsody" and "Rose Marie," as well as preview reaction to "The Student Prince," "Brigadoon," "Seven Brides for Seven Brothers," "Betrayed" and "Valley of the Kings," all screened during the past week.

Many Ready to Start

Scheduled for immediate production are:

"Green Fire," starring Stewart Granger, Grace Kelly and Paul Douglas; produced by Armand Deutsch, directed by Andrew Marton; "The Last Time I Saw Paris," starring Elizabeth Taylor, Van Johnson, Walter Pidgeon and Donna Reed; produced by Jack Cummings, directed by Richard Brooks; "Athena," starring Jane Powell, Edmund Purdom, Debbie Reynolds and Vic Damone; produced by Joe Pasternak, directed by Richard Thorpe.

Also "Jupiter's Darling," which will star Esther Williams and Howard Keel, produced by George Wells, directed by George Sidney; "Deep in My Heart," starring Jose Ferrer and Helen Traubel and guest stars, produced by Roger Edens, directed by Stanley Donen; "Many Rivers to Cross," starring Robert Taylor and Eleanor Parker, produced by Jack Cummings, directed by Roy Rowland, and "The Glass Slipper," starring Leslie Caron, Michael Wilding and Roland Petit's Ballets de Paris, produced by Edwin H. Knopf, directed by Charles Walters.

Benefit Dinner Set For Working Press

The 1954 Mike and Screen Press dinner, a benefit for the Damon Runyon Memorial Fund for Cancer Research and the Will Rogers Memorial Hospital, will be held June 4 in the Grand Ballroom of the Waldorf Astoria Hotel, it was announced yesterday by dinner chairman Douglas Edwards.

The affair will serve as a get-together for men who make the news and those that report it and will also celebrate the publication of the Mike & Screen Press Directory published by the Radio-Newsreel-Television Working Press Association of New York, which will sponsor the dinner. Tickets are priced at $30 and $50 per couple and are tax deductible and tax exempt.

Three UA Branches Lead Sales Drive

United Artists' Washington, St. Louis and Winnipeg exchanges have taken the lead in the fifth week of the third lap of the 35th anniversary sales drive honoring president Arthur B. Krim, drive co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, announced.

The Washington exchange is headed by Art Levy; D. J. Edele manages the St. Louis branch and A. Feinstein is in charge of the company's Winnipeg exchange.

Vote 59-Cent Exemption

(Continued from page 1)

determine whether the House or Senate bill, or some compromise between the two, should prevail.

The Finance Committee action virtually assures the industry of a cut to at least 10 per cent on all tickets since, barring a last-minute upset on the Senate floor, this much will be contained in both House and Senate bills and could not be changed in conference. The only question then would be how much additional relief should be provided in the way of an exemption on lower-priced tickets.

COMPO spokesmen said they were "extremely gratified" by the two-fold Senate committee action and that they were sure it would give "great comfort to thousands of small theatres."

"Temporarily, we're ahead," said special counsel Robert Coyne. "Now we have to stay ahead." He added that the tax committee is asking exhibitors all over the country to wire or phone their Senators urging them to support the Senate Finance Committee version when the bill comes up on the Senate floor. The exhibitors are also being urged to communicate with members of the House of Representatives, and to tell the House members that they should get behind the Senate version. Special attention is being put on the men who would be House-Senate conferees.

Millikin said it was estimated that the exemption of tickets costing less than 60 cents—it would apply to all admissions and not just motion picture theatres—would cost the Treasury about $65,000,000 to $70,000,000 a year more than the flat reduction to 10 per cent in the House bill. Committee staff members said the great bulk of this would be accounted for by motion picture theatres, however.

That a very large group of theatres is in the 50 cents to 60 cents admission range is indicated by the fact that only a $40,000,000 additional revenue loss was estimated for the 50 cents exemption. Thus, the extra nine cents exemption would cost the Treasury an extra $25,000,000 to $30,000,000 a year.

Committee staff members estimated that about 70 per cent of the nation's approximately 17,500 theatres charge under 60 cents admission. COMPO estimated that better than 5,000 of the 6,127 theatres now in the red were in the under-60 cents bracket.

The exemption for the lower-priced tickets was offered by Sen. Kerr (D., Okla.). Millikin said the vote was close on the motion, but refused to disclose it. However, committee members indicated privately that the vote was 8 to 5 in favor of the exemption, with the following line-up:

For the exemption: Kerr, George (D., Ga.), Long (D., La.), Frear (D., Del.), Hoey (D., N. C.), Johnson (D., Colo.), Martin (R., Pa.) and Malone (R., Nev.). Against the exemption: Millikin, Flanders (R., Vt.), Carlson (R., Kans.), Williams (R., Del.) and Bennett (R., Utah). Absent: Butler (R., Neb.) and Byrd (D., Va.).

Close Contest Expected

This line-up could mean trouble for the industry in any House-Senate conferences. Senate conferees would be Millikin, Butler, Martin, George and Byrd. Byrd is known to oppose the exemption—he offered an amendment in the committee to knock all the excise cuts out of the House bill, so that the line-up would be Byrd and Millikin against the exemption, Martin and George for it, and Butler holding the deciding vote.

The Finance Committee also voted to permit refunds equal to any reduction in the admission tax in the case of any tickets bought before April 1 and used after that date. This would apply to season tickets or similar plans.

Branson Off on Tour Of European Posts

Walter Branson, RKO Radio general manager of foreign operations, left New York over the week-end for a tour of the company's European offices. He was accompanied by Robert Wolff, managing director for RKO in the United Kingdom, who had been here for the past few weeks.

Branson will be in Europe for several weeks. He will meet members of RKO's sales forces in London, Paris, Frankfort and Rome, to line up campaigns on the company's major forthcoming product, including "The French Line," "Carnival Story," and "Dangerous Mission."

Flynn, WB Part by Mutual Agreement

HOLLYWOOD, March 21.—The contract between Errol Flynn and Warner Brothers has been terminated by mutual consent, thus ending an association of 20 years, it was disclosed Friday by Jack L. Warner. Flynn joined WB as a virtual unknown in 1934 and rose steadily through his work in a succession of the company's best known films.

Republic Inaugurates 'Int'l Jubilee Contest'

A "Republic Pictures International Jubilee Year Showmanship Contest" has been inaugurated by Herbert J. Yates, Republic Pictures president, as a sequel to the recently-concluded "'Quiet Man' Showmanship Contest," winners of which have just been announced.

The company's International Jubilee Year Showmanship Contest will concern itself with nine productions now completed and ready for release: "Geraldine," "Jubilee Trail," "Laughing Anne," "Johnny Guitar," "Trouble in the Glen," "Hell's Half Acre," "The Outcast," "Make Haste to Live" and "The Shanghai Story." Three cash awards will be presented for the best campaigns on each picture.

Contest judges will be Richard W. Altschuler, president of Republic Pictures International; Douglas T. Yates, vice-president, and Roberta Daniel, director of international advertising and publicity.

Winners of "'The Quiet Man' Showmanship Contest" were Mrs. Clelia B. Trisciuzzi, publicity director of Republic Pictures of Brazil, and Henning Noack, president of International Pictures, Ltd., Denmark.

Skouras

(Continued from page 1)

side, following the Skouras-Rank meeting, which was described as cordial. Skouras left for Paris Friday night.

The identity of the independent producers in whose behalf Skouras conferred with the N. F. F. C. could not be learned. The 20th-Fox president is said to have pointed out that the American market for British films is being entirely reorientated by the development of CinemaScope there. British-made CinemaScope pictures now are guaranteed distribution throughout America's "CinemaScope circuit, it was indicated.

U.K. Shutdown

(Continued from page 1)

ductions. Other studios, too, are hampered by inability to obtain rushes and are considering taking necessary steps.

The breakdown in the settlement attempts occurred despite the Labor Ministry's efforts at conciliation. George Elvin, head of the A.C.T., adopted the technical attitude that it is essential that the "normal negotiationary machinery" be exhausted before there is a resort to arbitration, which the Film Laboratories Association, supported by the Ministry, had offered.

The F.L.A. insisted that it had tried negotiation but had been defeated by A.C.T.'s tactics.

On Friday night Elvin told a press conference that orders to go on strike immediately had been issued by A. C. T. to 400 maintenance men whose studio and laboratory employers had wanted them to remain on duty.

Elvin also said he is seeking the government's help in preventing the importation of prints from the United States and elsewhere in the event of a prolonged work stoppage here. He estimated that it will be three to four weeks before the supply of new films on hand dries up.

The next move presumably is up to the Labor Ministry which, in due course assumedly will refer the matter to the Industrial Disputes Court.

Spokane Censors Ban 'The French Line'

SPOKANE, Wash., March 21.—"The French Line" has been banned in Spokane by the Spokane Board of Censors, Carl Canwell, board chairman, announces.

No official explanation for the ban was made in rejecting the picture, but, according to the board chairman, the final scene was "objectionable."

PORTLAND, Ore.—"Not for children" will be the sign put out in the box office of J. J. Parker Broadway Theatre, when "The French Line" is shown there at an early date.

Bagnall Expanding TV Sales Setup

HOLLYWOOD, March 21.—George Bagnall, former vice-president of United Artists and now head of George Bagnall & Associates, TV film distributors, will establish sales representation in five cities this week.

J. J. O'Loughlin, vice-president and sales manager, has set up a branch in Chicago and currently is arranging for an office in New York.

THE MOST IMPORTANT THING YOU'LL D

THE PARAMOUNT

A Full Day Of Nationwide Trad
During The Week Of Marc

The word that "Paramount has plenty of big pictures for all theatres" has sent an electric charge of confidence and enthusiasm throughout the industry. Come — and bring your family and friends — to a three-feature sampling of the tremendous product Paramount has for the immediate future. Appraise these great attractions under exact theatre conditions:

MORNING

ELEPHANT WALK

Elizabeth Taylor, Dana Andrews, Peter Finch. Technicolor.

AFTERNOON

ABOUT MRS. LESL

A Hal Wallis Production. Academy Award winner Shirley Booth

AFTERNOON

KNOCK ON WOOD

Danny Kaye, Mai Zetterling. Technicolor.

"Only BIG ONES

THE BRIDGES AT TOKO-RI— Perlberg-Seaton Production. William Holden, Grace Kelly, Fredric March. James Michener's novel. Technicolor.

LIVING IT UP— Dean Martin and Jerry Lewis with Janet Leigh as co-star. Technicolor.

THE CONQUEST OF SPACE— More spectacular than "War of the Worlds" or "When Worlds Collide." Technicolor.

THE COUNTRY GIRL— Perlberg-Seaton Production. Bing Crosby, William Holden, Grace Kelly.

REAR WINDOW— Produced and directed by Alfred Hitchcock. James Stewart, Grace Kelly. Technicolor.

SECRET OF THE INCAS— Charlton Heston, Robert Young, Nicole Maurey, Yma Sumac. Technicolor.

HIS SPRING, MR. EXHIBITOR, IS TO ATTEND

PICTURES PAGEANT

Shows
29



BRANCH CITY	THEATRE	DATE
Albany	Delaware	March 29
Atlanta	Buckhead	March 30
Boston	Capitol	March 29
Buffalo	Niagara	March 29
Charlotte	Dilworth	March 29
Chicago	Lake Shore	March 31
Cincinnati	Union Terminal	March 29
Cleveland	Fairmount	March 29
Dallas	Circle	March 29
Denver	Tower	March 29
Des Moines	Ingersoll	March 29
Detroit	Globe	March 29
Indianapolis	Uptown	March 29
Jacksonville	San Marco	March 29
Kansas City	Apollo	March 29
Los Angeles	Fox Beverly	March 29
Memphis	Ritz	March 29
Milwaukee	Varsity	March 29
Minneapolis	St. Louis Park	April 1
New Haven	Lincoln	March 29
New Orleans	Imperial	March 29
New York City	Proj. R'm—1501 B'way, 9th Fl.	March 29
Oklahoma City	Tower	March 29
Omaha	Center	March 29
Philadelphia	Yorktown	March 29
Pittsburgh	Shadyside	March 30
Portland	Esquire	March 29
St. Louis	Pageant	March 29
Salt Lake City	Southeast	March 31
San Francisco	Presidio	March 30
Seattle	Varsity	March 29
Washington	Circle	March 31
Houston	OST	April 2
San Antonio	Josephine	

rom Paramount"

SABRINA FAIR— Humphrey Bogart, Audrey Hepburn, William Holden. Produced and directed by Billy Wilder.

MAMBO— Ponti DeLaurentiis Production. Silvana Mangano, Shelley Winters, Vittorio Gassman.

ULYSSES— Kirk Douglas, Silvana Mangano, Anthony Quinn. Technicolor epic.

PARAMOUNT NEWS AND SHORTS— Bigger and better than ever as the perfect program builders for all theatres.

In addition to this bright future, Paramount has these top hits NOW: MONEY FROM HOME, THE NAKED JUNGLE, RED GARTERS and that box-office innovation, 3-Reel Featurettes, CALLING SCOTLAND YARD.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Feb. 7	HIGHWAY DRAGNET Joan Bennett Richard Conte Wanda Hendrix D—70 min. (5405) (Rev. 2/8/54)	(Feb. Releases) THE WILD ONE Marlon Brando Mary Murphy Robert Keith D—79 min. (Rev. 12/24/53) CHARGE OF THE LANCERS (Color) Paulette Goddard Jean Pierre Aumont Richard Stapley D—74 min. (3-D or 2-D) MISS SADIE THOMPSON (Color) Rita Hayworth Jose Ferrer Aldo Ray D—91 min. (Rev. 12/21/53)	QUEEN OF SHEBA Special Cast D—99 min. (5325)	THE LONG, LONG TRAILER (Color) Lucille Ball Desi Arnaz C—103 min. (Rev. 1/5/54)	(Feb. Releases) (2-D and 3-D) MONEY FROM HOME (Stereophonic Sound—Color) Dean Martin Jerry Lewis Pat Crowley Marjie Millar C—100 min. (Rev. 12/1/53) ALASKA SEAS Robert Ryan Jan Sterling Brian Keith D—78 min. (Rev. 1/26/54)	PHANTOM STALLION Rex Allen W—54 min.	(3-D) FRENCH LINE (Color) Jane Russell Gilbert Roland Arthur Hunnicutt MC—102 min. (Rev. 12/30/53)	(Feb. Releases) HELL AND HIGH WATER (CinemaScope—Color) Richard Widmark Bella Darvi D—103 min. (Rev. 2/2/54) THE SIEGE AT RED RIVER (Color) Van Johnson Joanne Dru D—	(Feb. Releases) THE MAN BETWEEN James Mason Claire Bloom Hildegarde Neff D— PERSONAL AFFAIR Gene Tierney Leo Genn Glynis Johns D—82 min. (Rev. 1/13/54) TOP BANANA (Color) Phil Silvers MC—100 min. (Rev. 1/28/54) OVERLAND PACIFIC (Color) Jack Mahoney Peggie Castle Adele Jergens D—73 min. (Rev. 2/9/54) BEACHHEAD (Color) Tony Curtis Frank Lovejoy Mary Murphy D—89 min. (Rev. 1/28/54)	(Feb. Releases) THE GLENN MILLER STORY (Color) James Stewart June Allyson D—116 min. (Rev. 1/6/54) (3-D) TAZA, SON OF COCHISE (Color) Rock Hudson Barbara Rush WD—79 min. (Rev. 1/29/54)	THE COMMAND (CinemaScope—Color) Guy Madison Joan Weldon James Whitmore WD—88 min. (Rev. 1/18/54)
Feb. 14						CRAZYLEGS Elroy "Crazylegs" Hirsch Lloyd Nolan D—88 min. (Rev. 10/23/53)	SHE COULDN'T SAY NO Robert Mitchum Jean Simmons Arthur Hunnicutt C—89 min. (Rev. 1/18/54)				
Feb. 21	BITTER CREEK Wild Bill Elliott Beverly Garland Carleton Young W—72 min. (Rev. 3/12/54)						ROB ROY, THE HIGHLAND ROGUE (Color) Richard Todd Glynis Johns D—85 min. (Rev. 11/25/53)				THE BOY FROM OKLAHOMA (Color) Will Rogers, Jr. Nancy Olson Lon Chaney C—88 min. (Rev. 1/18/54)
Feb. 28	RIOT IN CELL BLOCK 11 Neville Brand Emile Meyer D—80 min. (Rev. 2/8/54)		BLACKOUT Dane Clark D—(5309)	TENNESSEE CHAMP (Color) Shelley Winters Dewey Martin D—73 min. (Rev. 2/18/54)		FLIGHT NURSE Joan Leslie Forrest Tucker Arthur Franz D—90 min. (Rev. 11/17/53)	(3-D) DANGEROUS MISSION (Color) Victor Mature Piper Laurie Vincent Price D—75 min. (Rev. 2/25/54)	(March Releases) NIGHT PEOPLE (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D—93 min. (Rev. 3/12/54)		(March Releases) SASKATCHEWAN (Color) Alan Ladd Shelley Winters D—87 min. (Rev. 2/24/54)	CRIME WAVE Sterling Hayden Gene Nelson Phyllis Kirk D—74 min. (Rev. 1/13/54)
March 7	PARIS PLAYBOYS Bowery Boys Veola Vonn C—62 min. (Rev. 3/5/54)	(March Releases) IT SHOULD HAPPEN TO YOU Judy Holliday Peter Lawford Jack Lemmon C—87 min. (Rev. 1/15/54)		ROSE MARIE (Color) Ann Blyth Fernando Lamas Howard Keel MD—104 min. (Rev. 3/3/54)	(March Releases) RED GARTERS (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54)						
March 14	MR. POTTS GOES TO MOSCOW Oscar Homolka Nadia Gray C—93 min. (5400) (Rev. 9/14/53)	BATTLE OF ROGUE RIVER (Color) George Montgomery Richard Denning Martha Hyer D—71 min. (Rev. 3/1/54)			THE NAKED JUNGLE (Color) Eleanor Parker Charlton Heston D—95 min. (Rev. 2/15/54)		CARNIVAL STORY (Color) Anne Baxter Steve Cochran D—				DUFFY OF SAN QUENTIN Paul Kelly Joanne Dru Louis Hayward D—78 min. (Rev. 2/15/54)
March 21	DRAGONFLY SQUADRON John Hodiak Barbara Britton D—83 min. (Rev. 2/9/54)	BAIT Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54)							(March Releases) BEAT THE DEVIL Humphrey Bogart Jennifer Jones Gina Lollobrigida D—92 min. (Rev. 3/4/54)		(3-D) PHANTOM OF THE RUE MORGUE (Color) Carl Malden Claude Dauphin Patricia Medina D—84 min. (Rev. 3/1/54)
March 28	LOOPHOLE Barry Sullivan Dorothy Malone Mary Beth Hughes D—80 min. (5414) (Rev. 2/19/54)	(3-D) JESSE JAMES VS. THE DALTONS (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)	FANGS OF THE WILD Charles Chaplin, Jr. Onslow Stevens Margia Dean D—(5311)—74 min. (Rev. 3/12/54)	GYPSY COLT (Color) Donna Corcoran Ward Bond Frances Dee D—72 min. (Rev. 1/28/54)		GERALDINE John Carroll Mala Powers MC—90 min. (5302)	(3-D) SON OF SINBAD (Color) Dale Robertson Sally Forrest Lili St. Cyr D		ACT OF LOVE Kirk Douglas Dany Robin D—108 min. (Rev. 12/18/53) THE GOLDEN MASK Van Heflin Wanda Hendrix Eric Portman D—88 min. THE SCARLET SPEAR (Color) Martha Hyer John Bentley D—78 min. (Rev. 3/12/54)	(April Releases) MA AND PA KETTLE AT HOME Marjorie Main Percy Kilbride C—81 min. (Rev. 3/11/54) YANKEE PASHA (Color) Jeff Chandler Rhonda Fleming D—84 min. (Rev. 3/12/54) RAILS INTO LARAMIE (Color) John Payne Mari Blanchard Dan Duryea WD—81 min.	RIDING SHOTGUN (Color) Randolph Scott Wayne Morris Joan Weldon W-75 min. (Rev. 3/4/54)
Apr. 4	PRIDE OF THE BLUE GRASS (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)	(April Releases) DRIVE A CROOKED ROAD Mickey Rooney Dianne Foster D—82 min. (Rev. 3/17/54)			(April Releases) CASANOVA'S BIG NIGHT (Color) Bob Hope Joan Fontaine Basil Rathbone Audrey Dalton C—86 min. (Rev. 3/1/54)		THE SAINT'S GIRL FRIDAY Louis Hayward Naomi Chance D—68 min. (Rev. 3/17/54)	(April Releases) PRINCE VALIANT (CinemaScope-Color) James Mason Janet Leigh Robert Wagner Debra Paget D—105 min. THE ROCKET MAN George Winslow Charles Coburn Spring Byington D—79 min. THE SIEGE AT RED RIVER (Color) Van Johnson Joanne Dru W—81 min.			
Apr. 11	THE DESPERADO Wayne Morris W—(5426)	THE IRON GLOVE (Color) Robert Stack Ursula Thiess Richard Stapley D—77 min.	HEAT WAVE Alex Nicol Hillary Brooks D— (5310)	RHAPSODY (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)							LUCKY ME (CinemaScope-Color) Doris Day Robert Cummings Phil Silvers M—109 min.
Apr. 18											

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

Myers

(Continued from page 1)

ing on the Senate Small Business Committee's recent annual report. That report was critical of the pre-release practice and also of several recent Justice Department attitudes on distributor trade practices.

"The report shows that the committee has gained a better understanding of the motion picture business and of the anti-trust laws than was displayed in its Aug. 3 report," Myers said.

"The rebuke to the Anti-Trust Division is timely and deserved," he continued, "as Judge Barnes' letter to the committee violated the elementary principles of law and showed a bias in favor of the film companies that was shocking." The committee had criticized the Barnes letter for its approval of the "flat-sum" method of pricing pictures.

'Correctly Analyzed'

Myers added that the committee report "has correctly analyzed pre-releases and it is hoped that the Anti-Trust Division will not only insist that the film companies discontinue the practice but will take note of the fact that 20th Century-Fox and Loew's, by withholding pictures from small theatres and drive-ins that cannot afford full stereophonic sound installations, are accomplishing the same results and imposing even greater hardships than flow from the pre-release practice."

N. Y. Censor Bill

(Continued from page 1)

measure were not available last night.

The principal purpose of the Brydges' bill is to bring the state law in line with the recent decisions of the U. S. Supreme Court, which recently reversed this state's ban on the French film, "La Ronde," holding that the state's law was "vaguely" worded.

The Brydges' bill, as passed Friday, defines an "immoral" film as "a motion picture film or part thereof, the dominant purpose or effect of which is erotic or pornographic; or which portrays acts of sexual immorality, perversion, or lewdness, or which expressly or impliedly (as dictated) presents such acts as desirable, acceptable, or proper patterns of behavior."

Regarding the term "incite to crime,' the Brydges' bill would apply this description to any film "the dominant purpose or effect of which is to suggest that the commission of criminal acts or contempt for law is profitable, desirable, acceptable, or respectable behavior; or which advocates or teaches the use of, or the methods of use of narcotics or habit-forming drugs."

Jacocks Opens House

HARTFORD, March 21.—Representatives of the industry throughout the Northeast attended last week's formal opening of the newly-constructed Branford Theatre, Branford, built by Irving C. Jacocks and associates, to replace the fire-destroyed Branford.

Acquires Biographies

Film rights to Andre Maurois' "Leila," the biography of George Sand, and to two other Maurois' biographies on Alexander Dumas and Victor Hugo have been acquired by independent producer Bernard Luber.

Pre-Release Just: Goldwyn

(Continued from page 1)

is willing to pay for a good picture. "The only ones squawking are exhibitors. They want the same price as 25 years ago," he charged.

The veteran independent producer stressed his belief that the motion picture market today "is greater than ever in the history of the business for outstanding pictures." The gamble is greater, however, he added. He pointed to his purchase of the "Guys and Dolls" property as exemplifying his "faith" in the business. The terms of the purchase for the Broadway stage play, he stated, were $1,000,000 for the property, against 10 per cent of gross receipts.

As to what system will be employed in the filming of "Guys and Dolls," Goldwyn said he will weigh all the systems available. In this respect, he said he will go to Buffalo this week to witness a demonstration of the Todd-AO process.

Sees Duals on Way Out

Regarding the predicted accent on bigger pictures, Goldwyn forecast the death of the double bill and inferior pictures. He challenged exhibitors, who complain about the product shortage, to make pictures. The complaining exhibitors, he commented, talk about making pictures until they have to put up the money. Then, he said, if the picture is no good, they won't play it. "Cheap advice," he added.

"If you think they're making fewer pictures, there will be less" made, Goldwyn forecast. He maintained that Hollywood did not have enough talent nor enough good stories to keep up its present pace. Of the 900 members of the Screen Writers Guild, he said, as an example, only 10 per cent are "good" writers. Simple membership in the SWG, he added, doesn't make a writer.

Goldwyn foresaw fewer, but bigger pictures, playing longer runs, with unsuccessful theatres falling by the wayside. He cited "The Robe" at the Roxy as an example, with the public paying advanced admissions for the first CinemaScope production, while patronizing the theatre less with subsequent pictures, despite the lowering of the admission price. He explained away reports of a decline in business during the recent months as affecting only "bad" pictures.

Goldwyn said he has no plans to release his old films for home television. And speaking for his wife, who owns 50 old Goldwyn film properties, he said she has no such plans either. Mrs. Goldwyn, he said, is reissuing the old films for theatrical exhibition in deals with state rights franchise holders.

Asked whether he plans to continue to distribute through RKO Radio Pictures with the buy-out of the company by Howard Hughes in the offing, Goldwyn said he doesn't know at present. He added that he doesn't know about Hughes' plans. "RKO has done a fine job for me," he stressed, however.

Emphasizing his belief that the story, rather than the screen technique, is "supreme," Goldwyn said that larger screens are only good for good pictures. "Poor pictures," he claimed, "are twice as poor on larger screens." Color TV, he forecast, will suffer the same fate as color theatrical films, if color TV films lack a good story.

Will Stay Here 3 Weeks

He reiterated that TV has made inroads at the box-office, with the public today no longer having the twice-a-week film-going habit. He said he expects to remain in the East about three weeks, working mainly to gain an insight into the atmosphere of "Guys and Dolls." Regarding the Production Code, Goldwyn said, in response to a question, "I've said all I have to say about the Code." Further developments, he indicated, will await a producers' conference on the Coast.

Goldwyn saw an increasing role for the independent producer in Hollywood, with major producers going in for more unit production by independents. It's very difficult for one man to pass on 30 pictures, he maintained.

Lippert Meet

(Continued from page 1)

the new season's product, and Greenblatt will lead a discussion of sales policies. Others going from here to attend are Ed Baumgarten, executive assistant to Lippert; William Pizor, foreign sales chief, and William F. Broidy, independent producer, who will deliver 12 features for Lippert release during the coming year.

BOT Brochure Ready

Box Office Television, Inc., has announced publication of a theatre television brochure which deals with closed circuit conferences for sales meetings, product showings, stockholders' meeting, group training and national conventions.

Selden Heads STC

ATLANTA, March 18.—Samuel Selden has been reelected president of the Southeastern Theatre Conference. Fred Kock, Jr., is vice-president and Thomas Patterson is executive secretary-treasurer.

Cinerama

(Continued from page 1)

figure to the city's population is misleading, for "This Is Cinerama" has derived its attendance from cities as far away as Flint, Mich., and Toledo.

In Los Angeles, Cinerama is also approaching its first anniversary, with an estimated big $1,365,000 for 46 weeks racked up. In New York, Fabian said that 1,665,000 people have seen the Cinerama show.

'People' Hits Mark

PHILADELPHIA, March 21.—Scoring a gross of $7,300 in its first day at the Fox Theatre here, 20th Century-Fox's "Night People" has set a record for the house in first day showings of CinemaScope productions, the company reports.

Lauer to Boston

Leonard Lauer, manager of the Victoria Theatre here, has resigned to become treasurer of the Boston Theatre, Boston, where Cinerama is the current attraction.

Variety Clubs

(Continued from page 1)

No. 35 has been urging members to attend the international meeting to help stimulate interest in getting the 1955 convention for Manhattan. Retiring chief barker Jack Beresin said in New York early last week that a program for streamlining the organization to conform with its growth will be proposed.

Beresin reported that he would also ask that a permanent headquarters with a complete staff be established to carry on the work of the various tents.

Won't Be Candidate

Beresin does not plan to be a candidate for reelection as chief barker, a post he has held for two years. Indications are that George Hoover of Miami, assistant chief barker, will be elected to the top post.

The 1954 convention is likely to be the biggest and best in the history of Variety Clubs. Two new tents are in the offing with applications for charters being received from Bombay, India, and Jacksonville.

Entertainment, including major talent in the country, will be featured throughout the convention. Meeting daily throughout the past week to formulate plans were: John Rowley, general chairman; Albert H. Reynolds, registration and hotel; C. A. Dolsen, greeters; Meyer Rachofsky, financial; Ronald Martin, transportation; Mrs. John Rowley, ladies; Charles E. Darden, boy's ranch program; Kendall Waym, variety club rooms.

Registration in Progress

Registration began this afternoon and will continue up till the first business conference at 2:00 p.m. tomorrow. Tuesday will continue registration, business, etc., with a fashion show for the ladies and a Boy's Ranch roundup in the afternoon for the ladies and barkers. Registration and business sessions will continue on Wednesday with a luncheon honoring international canvasmen, a frontier Festival, and other entertainment. Thursday, business sessions in the morning and afternoon and a luncheon for the chief barkers. The banquet will conclude the convention.

VC Journal Committee Adds 3 Co-Chairmen

Additional co-chairmen of the journal committee of the New York Variety Club's heart award dinner have been announced by Sam Rosen, executive vice-president of Stanley Warner Corp. They are Walter Reade, Jr., Wilbur Snaper and Richard Walsh.

The dinner will be in honor of William J. German. Proceeds from the journal will go to the Variety Club Foundation to Combat Epilepsy.

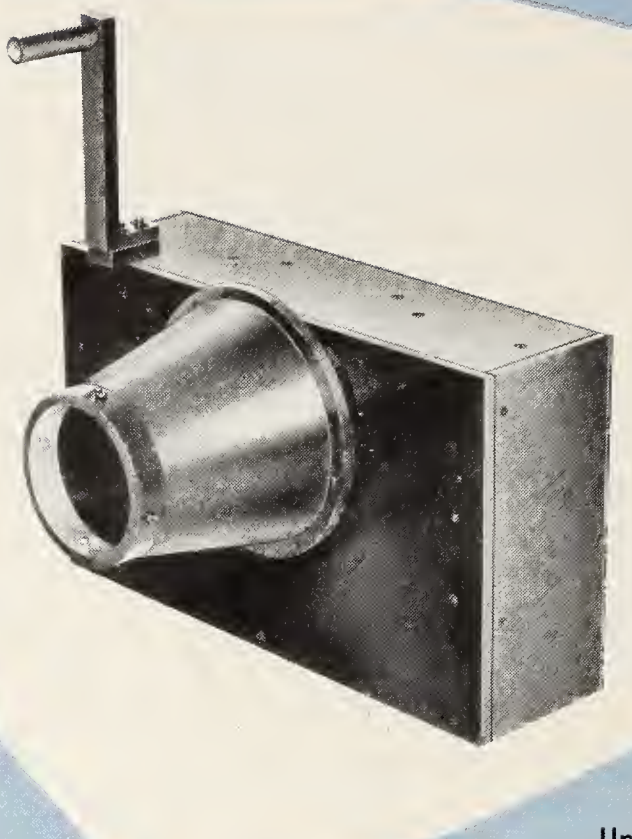
Set Popular 'Hans' Release on July 1

"Hans Christian Andersen" will be released at popular prices on July 1 by RKO Radio Pictures, Samuel Goldwyn disclosed here at the weekend.

He said the picture lends itself to larger screens, adding that he had seen the ballet sequence on a larger screen, finding it "very effective." He declined to specify the aspect ratio.

Now every theatre can play to greater 3-D profits!

The combination of the Pola-Lite 3-D Single Track System and the New Pola-Lite folding temple glasses make it possible for every theatre to play 3-D pictures at 2-D cost.



The Pola-Lite 3-D System
is the remarkable new development that projects a 3-D picture on a single strip of film with your normal equipment. This means less expense because of

No extra projectionist

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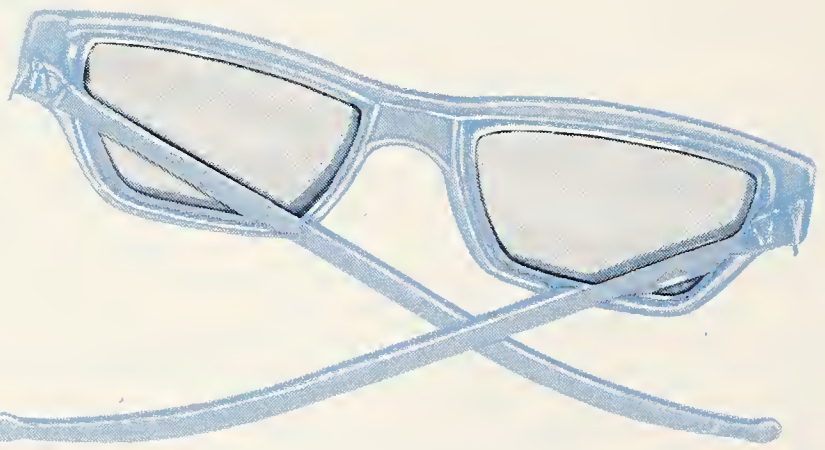
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The Pola-Lite Single Track System permits you to operate your show with the ease and economy of regular 2-D exhibition.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 55 NEW YORK, U. S. A., TUESDAY, MARCH 23 1954 TEN CENTS

Allows SuperScope Lens Use with 20th Films

May Vote Wed.

Predict Tax Bill Passage By Senate

Knowland Sees Adoption 'Substantially' As Is

By J. A. OTTEN

WASHINGTON, March 22.—Senate approval of the admission tax reduction as reported by the Finance Committee was predicted by key Senate leaders.

The Finance Committee Friday voted to exempt motion picture tickets costing 60 cents or less and to reduce the 20 per cent tax to 10 per cent on high-priced tickets. The House-passed bill reduces the tax on all tickets to 10 per cent, so that this is the very least that the industry can get. It now stands an excellent chance of getting, in addition, a complete

(*Continued on page 6*)

Says D. of J. Can't Force Arbitration

WASHINGTON, March 22.—Assistant Attorney General Stanley Barnes has advised Senator Schoeppel, chairman of the Senate Small Business Committee, that Paramount decree provisions make arbitration in the industry "permissible rather than mandatory."

In view of that, Justice has no authority "to set a deadline for the establishment of an arbitration sys-

(*Continued on page 3*)

U.K. Studios Plan Dismissal Notices

LONDON, March 22.— Members of the British Film Producers Ass'n. agreed today to give two weeks' dismissal notices to all studio employes next Friday unless the laboratory work stoppage has ended. It was also agreed to start no new films in production, meanwhile.

Tom O'Brien, head of the National Association of Theatrical and Kine Employes, announced that in view of the gravity of the situation resulting from the laboratory stoppage he will ask the Labor Minister to set up a court of enquiry forthwith.

Gov. Dewey Has 30 Days to Act on N. Y. Censorship Measure

ALBANY, N. Y., March 22.—The Brydges-FitzPatrick bill defining "immoral" and "incite to crime" in the state licensing law, will go to Gov. Thomas Dewey as a 30-day measure, meaning that he will have to sign it or veto it that period. The state Senate, after a sharp debate, passed the bill by a vote of 47 to 7, after the Assembly had approved it without debate by a vote of 140 to 0. Philip J. O'Brien, Jr., counsel for the Motion Picture Association of America, had

(*Continued on page 4*)

RKO Counsel Elated At Stockholder Vote

WILMINGTON, Del., March 22.—Attorneys for RKO Pictures Corp. and for two minority stockholders seeking to block the sale of the company to Howard Hughes found comfort in last week's vote by shareholders as they filed reply briefs today in the Court of Chancery. No reply briefs were filed today by other stockholders who had intervened in the ac-

(*Continued on page 3*)

Lichtman Couches Okay with Observation On Superiority of Bausch & Lomb Lens; Predicts B. & L. Price Reduction

By MURRAY HOROWITZ

If exhibitors want to use the Tushinsky SuperScope lens with 20th Century-Fox CinemaScope product, 20th-Fox has no objections, Al Lichtman, 20th-Fox distribution director, declared here yesterday. Lichtman couched his declaration, however, with his observation that 20th-Fox considers the SuperScope lens "inferior" to the Bausch & Lomb CinemaScope lens and with the forecast that the price of the Bausch & Lomb lens will be reduced.

Lichtman's policy statement was issued following a conference between him and Spyros P. Skouras, 20th-Fox president, upon Skouras's return from Europe yesterday afternoon. It came after Lichtman and other 20th-Fox executives had witnessed the morning demonstration of the Tushinsky SuperScope lens at the RKO 86th Street Theatre.

Lichtman, while indicating 20th-Fox's flexibility regarding the SuperScope lens, stood firm on the screen and stereophonic sound requirements for his company's CinemaScope films. On the screen and stereophonic sound requirements, there will be "no compromise," he declared.

Regarding the anamorphic lens, Lichtman predicted, "I'll sell 10 lenses to his (Tushinsky's) one." He went on to acknowledge that price is a big factor, referring to the $700 per pair

(*Continued on page 3*)

SuperScope Is 'Impressive'

An impressive demonstration of the Tushinsky SuperScope lens was held here yesterday at the RKO 86th Street Theatre, the first Eastern showing of the anamorphic variable lens.

Using reels and clips from such pictures as "Fantasia," "Susan Slept Here" and "Knights of the Round Table," the lens proved its flexibility when, with the proper prints, the aspect ratios were switched from conventional size up to 2:55 to 1. The SuperScope system, or one similar to it, surely should find a place in this business, as evidenced by the demonstration. The extent to which Super-

(*Continued on page 4*)

Thousand Already Made

Tushinsky Assures Lens Delivery Within 45 Days

One thousand SuperScope lenses already have been made and delivery will start within the next 45 days, it was disclosed here yesterday by Joseph Tushinksy, the co-inventor of the SuperScope lens system.

Tushinsky made the announcement at a press conference following the demonstration here of the process at the RKO 86th Street Theatre. The press conference was one of the highlights of the day, which saw some 800 exhibitors as far West as Michigan gather to see the demonstration.

Other highlights included a luncheon of the Theatre Owners of America and of Allied States Association, attended in total by about 80 exhibitors. At the respective luncheons, the Tushinsky SuperScope process was discussed and according to TOA and Allied

(*Continued on page 4*)

Deny Loew's Plea to Dismiss Liberty Suit

CHICAGO, March 22.—Denying Loew's petition for dismissal of the Liberty Theatre suit, Judge Julius Hoffman of the U. S. District Court here today indicated that he is favorably disposed toward granting the Liberty its request for a preliminary injunction that would require Loew's to license pictures to the Liberty un-

(*Continued on page 3*)

Tushinsky, Man of Many Projects

Joseph Tushinsky, co-inventor of the SuperScope process, will leave here for the Coast shortly on the following projects:

¶ Reported plans to make Paramount's "Elephant Walk" also available for SuperScope projection.

¶ Negotiations with Samuel Goldwyn interests to release "Hans Christian Andersen" in 1.75 to 1 anamorphic prints for its popular run.

¶ To weigh the possibility of using the process on RKO Radio Pictures "Carnival Story" and Columbia's "Caine Mutiny."

Personal Mention

JOSEPH HAZEN, president and treasurer of Wallis-Hazen, Inc., has returned to New York from the Coast.

•

JAMES KALAFAT, Cleveland local theatre circuit owner, has been elected treasurer of the Cleveland chapter, Reserve Officers of the Naval Services.

•

FRANK LYNCH, formerly manager of the Kournaris-Tolis Meriden Theatre, Meriden, Conn., has been named to a similar post at the Salem Playhouse in Naugatuck.

•

CHARLES GRIMES, district manager for Stanley Warner Theatres in Maryland and Virginia, is undergoing surgery at Doctors Hospital, Washington.

•

SEYMOUR PEYSER, United Artists vice-president and general counsel, will sail from New York tomorrow aboard the "Liberte" for Europe.

•

WILLIAM W. HOWARD, vice-president of RKO Theatres, will leave New York today for Rochester, Syracuse and New England.

•

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, has returned to New York from Hollywood.

•

ROBERT J. LUCAS, technical supervisor of the M-G-M theatre circuit in Australia, has left New York for Sydney.

•

HARRY F. SHAW, division manager of Loew's Poli-New England Theatres, has left Hartford with MRS. SHAW for a cruise to Panama.

•

NORBERT CLARK, of the Windameer Theatre, Cleveland, is wearing a cast on his arm as a result of a broken wrist.

•

M. J. E. MCCARTHY, manager of the Allied Artists Los Angeles exchange, left there by plane yesterday for Dallas.

•

FRED BEARDEN, Jr., assistant general manager of the Southeastern Theatre Equipment Co., New Orleans, was visiting in Atlanta from there.

Production Unit Set By Woolner, Ormond

HOLLYWOOD, Mar. 22.—Bernard Woolner, exhibitor, and Ron Ormond, producer-director, have formed Woolner-K-Ormond Co., listing three properties for early production: "Thunder in the Swamp," "Enchanted Isle" and "Denver." Woolner said "Studio concentration on special lenses, special screens and various 'scopes', has caused a desperate product shortage. We are not interested in any form of scopes, we just want to make bread-and-butter pictures with exploitation angles that exhibitors are screaming for."

UA Festival Tie-up With Museum Here

The Museum of Modern Art Film Library here will tie in with United Artists' 35th anniversary next month with public showings of 21 of the company's important pictures that were released between 1919 and this year. The UA "film festival" will be launched on April 5 with "Way Down East" and will end with "High Noon" on April 25.

Each picture will be shown for one day only, with two performances daily at 3:30 and 5:30 P.M.

Among the other pictures to be shown will be "Orphans of the Storm" (1922); "Little Lord Fauntleroy" (1921); "The Black Pirate" (1926) "His Majesty the American" (1920); "The General" (1927) "The Taming of the Shrew" (1929) and "Pygmalion" (1939):

Richard Griffith, curator of the Film Library, said the festival had been arranged "to pay tribute to United Artists' many contributions to the development of the art of motion pictures."

IATSE's Kennedy Dies in Detroit

DETROIT, March 22.—Services for Roger M. Kennedy, second vice-president of the IATSE will be held here tomorrow. He died in Detroit on Friday, after a long illness.

A native of Norwalk, O., Kennedy entered the amusement industry in 1906 as a projectionist at the old Comique Theatre in Columbus. He joined the IATSE in 1910 as a charter member of Local No. 194, Indianapolis, and transferred to Local No. 199, Detroit, in 1913. He was elected vice-president of that group in 1919, president in 1920 and business agent in 1921, after which he held that office almost continuously until his retirement early this year. He had been a vice-president of the International since 1934.

Kennedy was at one time a member of the Wayne County Board of Supervisors and the Michigan Board of Prison Commissioners.

Rites for Mrs. Schwartz

CLEVELAND, March 22.—Funeral services were held here yesterday for Mrs. Mary Schwartz, widow of Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association. Death came suddenly to Mrs. Schwartz in Miami Beach where she was accompanied by her son, Robert. Also surviving are a daughter, a brother and two sisters.

Maine Manager Killed

BOSTON, Mar. 22.—Funeral services will be held tomorrow at Fall River, Mass., for John Murphy, 31, manager of the Winslow, Me. Drive-in for Lockwood & Gordon, who was killed in an auto accident in Waterville, Me. He leaves his widow.

Podhorzer Returns

Munio Podhorzer, president of Casino Film Exchange here, has returned from a four-month tour of Europe where he conferred with film executives.

$1,700,000 Estate Left by Will Hays

SULLIVAN, Ind., March 22. The bulk of Will H. Hays' estate, which amounted to $1,700,000, will go to his wife, Jessie, and a son, Will, Jr., according to his will, which was admitted for probate in Sullivan Circuit Court. Other bequests, mostly of $5,000 and $1,000, went to other relatives and friends.

Chicago Grosses Off As 8 Pictures Open

CHICAGO, March 22.—With the exception of a couple of bright spots, business generally is rather dull here, despite eight new pictures being in their opening week. Stealing the spotlight this week is "Act of Love," heading for a house record of $17,500 or better at the Monroe, with "Genevieve" racking up a solid $6,000 in its third session at the Surf. "Murder in the Rue Morgue" should hit a fair $50,000 at the Chicago in its first week, but "The Command," first CinemaScoper to play the United Artists, is disappointing with a lukewarm $22,000 in prospect.

Other new entries include "The Golden Coach," fairly strong at the Carnegie with $4,800, "Border Cover" and "Ride Clear of Diablo," about average at the McVickers, around $20,000, and "Rhapsody" topping $25,000 in good opening at the Woods.

Among the holdovers, "New Faces" is holding satisfactorily with $19,000 in its fourth week at the Oriental; the Roosevelt is getting a good $16,000 out of the second session of "Saskatchewan" and "The Nebraskan" and "This Is Cinerama" keeps rolling along at the Palace with $30,000 in its 34th week.

Elsewhere, the Grand is getting a weak $7,500 from "Queen of Sheba" and the Ziegfeld, down to a disappointing $2,500 for the third week of "Conquest of Everest," has booked "Lili" for a repeat engagement.

Towne Case Master Reversed By Court

CHICAGO, March 22.—Judge W. A. Campbell of U. S. District Court here has reversed Master in Chancery Will Saltiel's recommendation that the 200 shares of stock in the Towne Theatre, Milwaukee, held by United Artists be returned to the Towne.

Thomas McConnell, attorney for the theatre, has not indicated whether or not he will appeal the order.

John Scully Resigns 'U' District Post

John J. Scully, district sales manager for Universal Pictures for the past 10 years, has resigned and will shortly announce his new affiliation.

Scully, who made his headquarters in Boston, supervised the Boston, New Haven, Albany, Buffalo and Philadelphia branches.

No replacement for Scully has yet been named by Universal.

E. B. Arthur Says Code Administration Needs Reorganizing

ST. LOUIS, March 22.—Reiterating his charges that the industry's Production Code is inadequately administered and sometimes applied in a discriminatory manner, Edward B. Arthur, general manager of Fanchon & Marco-St. Louis Amusement Co., told the annual meeting of the Better Films Council of Greater St. Louis here last week that organizations such as it should be represented on the P. C. A.

Arthur was the first to offer Howard Hughes' "The French Line" without a P. C. A. seal a theatre booking.

The "major religious denominations," representatives of civic groups, exhibitor organization "and persons of national or state reputation as leaders in their respective communities" also should be on the Code Administration, Arthur said.

An appeals board for Code disputes other than the board of directors of the Motion Picture Association of America should be constituted, he argued, and also said: the P. C. A. should issue decisions explaining its rulings and recommending certain pictures for certain audiences; the P. C. A. seal should be "dispensed with" because "it is too absolute" and "leaves no room for qualifications"; P. C. A. rulings should be widely publicized, and provision should be made so those interested in the Code may "meet to discuss its operation and make suggestions for changes."

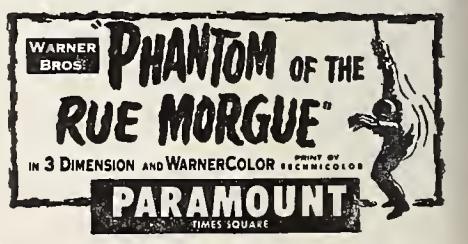
Miss Pickford Aiding UA Festivity in S. A.

Mary Pickford, who with her husband, Buddy Rogers, attended the International Film Festival at Mar Del Plata, Argentina, will on her way back to the United States, visit four key cities of Latin America, to participate in the 35th Anniversary celebration of United Artists. Miss Pickford today is in Rio de Janeiro and is scheduled to visit also Lima, Panama and Mexico City. She will spend a few days in each city.

NEW YORK THEATRES

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"RHAPSODY"
starring ELIZABETH TAYLOR
VITTORIO GASSMAN JOHN ERICSON LOUIS CALHERN
Color by Technicolor - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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RKO Counsel

(Continued from page 1)

tion, and the case is now before Chancellor Collins J. Seitz for decision. RKO saw the vote as "overwhelming" approval of the sale. The company contended that "there is no basis in this record upon which a court of equity can properly substitute its judgment for that of the overwhelming majority of the independent, fully-informed stockholders on a matter of business which is of the utmost importance to thousands of them."

The plaintiffs, Louis Schiff and Jacob Sack, said that 630,024 shares either did not vote or voted against the sale to Hughes, or "about 23 per cent" of the non-Hughes' stock. This percentage the plaintiffs described as "significant" in the light of what they called lack of information in the proxy statement.

The plaintiffs view the plan as "legally unfair" because it does not give to stockholders a "proper alternative" and described "most" of the defendants' evidence as "hearsay."

20th Allows Lens Use

(Continued from page 1)

price tag on the SuperScope lens as compared to the $1,800 per pair for the Bausch & Lomb lens. "But our price will be reduced," he continued, adding that it has not been decided yet as to when and the amount of the reduction. The 20th-Fox distribution director explained that the company still has a lot of money invested in the development and manufacture of its CinemaScope lenses, an investment which still has to be recouped.

In spelling out his sentiments on the SuperScope lens, Lichtman said that "provided the exhibitor feels the Tushinsky lens can do a good enough job," 20th-Fox has no objections to their use.

Reiterating his and the company's confidence in CinemaScope, Lichtman reported that as of last week there were 2,300 CinemaScope installations in the U. S., with orders still coming in at the rate of 100 a week. The 20th-Fox distribution chief went on to outline his company's policy towards exhibition, enumerating the aid 20th-Fox offers to theatres desiring to equip with CinemaScope and need financing. Twentieth-Fox, he continued, guarantees a profit to the exhibitor with every CinemaScope picture. No matter what the terms are we'll review them, he added. "We give them the genuine article with full stereophonic sound," he concluded.

Asked for his observations regarding yesterday's SuperScope demonstration, Lichtman maintained that "there is no satisfactory substitute for the genuine article and that any picture that is not photographed in the anamorphic process cannot be converted to a top-notch quality picture. A positive made from a dupe," Lichtman continued, "must lose in definition and complete photographic qualities."

Arbitration

(Continued from page 1)

tem," as proposed by Albert Hanson, a South Gate, Calif., exhibitor, in a letter to Sen. Schoeppel. Barnes, however, points out that Eric Johnston, president of the Motion Picture Association of America, has invited industry representatives again to participate in a conference to discuss arbitration.

Commenting on a reference to higher film prices in Hanson's letter to Schoeppel, Barnes says: "Present higher admission prices are in large part at least due to the general increase in the price level since the start of World War II, and as you know the judgments entered in the Paramount case do not regulate the prices at which pictures are to be sold."

Deny Loew's Plea

(Continued from page 1)

der the old "split" arrangement with Michigan City's two other first-run theatres, both of which are operated by Indiana-Illinois Theatres. In the Liberty complaint, attorney Seymour Simon cited several instances wherein the circuit had bid and paid "ridiculous" prices for films, allegedly merely to take such films away from the Liberty.

Simon has been asked by Judge Hoffman to submit an order for his approval at the next hearing on April 12, at which time the defendants' attorneys also will have an opportunity to submit orders—all of which he will consider.

New Program at UA For Film Campaigns

A new United Artists program of stepped-up participation in local promotions and intensified cooperation with exhibitors will be inaugurated on a national scale as a result of the recent field survey conducted in Chicago by Francis M. Winikus, national director of advertising, publicity and exploitation, and Mori Krushen, UA's exploitation manager.

The week-long study was highlighted by conferences with independent exhibitors and circuit heads with discussions centered on campaigns for "Act of Love," "Beachhead," "Heidi," "Go, Man, Go" and "Wicked Woman," UA releases which are opening in Chicago and the Midwest in April.

Based on Winikus and Krushen's findings, the program will place special emphasis on campaigns for local box-office conditions. A portion of the UA 35th anniversary promotion will be alloted to newspaper advertising.

Shavelson Acquires Wright Brothers Tale

HOLLYWOOD, March 22.—Melville Shavelson has acquired "Kitty Hawk," the Wright Brothers story, from Warner Brothers, and will complete the screenplay with Jack Rose, for independent production. Major release is contemplated. The story has been a Warner property for a decade. Rose will produce; Shavelson will direct.

You are cordially invited

to the

First Trade Showing

of the

SUPER PANATAR

Variable Anamorphotic Projection Lens

RKO 86th ST. THEATRE, 10 A. M. Wednesday, March 24th

Presented by

PANAVISION INC.

HOLLYWOOD, CAL.

DEVELOPERS OF A COMPLETE ANAMORPHOTIC SYSTEM

Lens Delivery

(Continued from page 1)

spokesmen much enthusiasm was evidenced for the process.

Tushinsky, in telling of his plans for the process, revealed the following:

¶ National Screen Service will have world wide distribution rights to the SuperScope lens and that production on the second 1,000 lens will be started shortly. Production, following that, is expected to be 1,000 a month. The cost per pair, as previously announced, is $700.

¶ Producers who wish to utilize the SuperScope sypstem will be required to use single track sound. Stereophonic sound, it was added, will be optional whereas single track will be mandatory for any release of a film, made also with stereophonic sound.

¶ Five pictures are in the process of being converted in the laboratory to anamorphic prints for SuperScope projection.

The press conference, which also was attended by the co-inventor's brother, Irving Tushinsky, also revealed the tie-up of the Tushinsky brothers with RKO Radio Pictures. Joseph Tushinsky said that the SuperScope process is owned 100 per cent by the Tushinsky brothers. He went on to say that for RKO's sponsorship of their system, they have entered into a preferential licensing agreement with RKO, permitting RKO to take back its costs in royalties.

Likes 'Normal Photography'

Tushinsky said "they were thinking" of processing the anamorphic prints in standard aspect ratios of 1.75-to-1 and 2-to-1, pointing out that in these aspect ratios there is a tolerance of 10 per cent on each side. The co-inventor said that he does not recommend anamorphic shooting, claiming that there is nothing better than "normal photography." The anamorphic quality should be added in the laboratory processing, he maintained.

George Dembow, vice-president and sales manager of NSS, who also attended the press conference, reported on the first influx of orders, listing circuit owner Harry Brandt for an order of 100 SuperScope lenses.

Tushinsky said that RKO's "Son of Sinbad" is the first slated for SuperScope, fixing the time of the release in April. He indicated, however, that there may be others shortly. The co-inventor said that the Corning Glass Co. is supplying the raw material for the lens, while the lens itself is being made by the John Schudd Co. of Philadelphia. Tushinsky said his process is completely protected by patents.

On the non-anamorphic photography contention, Tushinsky claimed that Metro-Goldwyn-Mayer in developing a new camera was following the non-anamorphic taking trend, in addition to Paramount.

In his address to the 800 exhibitors attending the RKO 86th Street demonstration, Tushinsky paid tribute to 20th Century-Fox's CinemaScope process, saying it has already "justified" its existence with "millions" spent in theatre installations. Tushinsky claimed that the SuperScope lens was completely compatible with CinemaScope. He went on to maintain, however, that the 2.55-to-1 CinemaScope aspect ratio limited the number of theatres while SuperScope enables any theatre to maintain its present height while widening the screen.

The co-inventor also expressed appreciation to Barney Balaban, Paramount president, and Frank Y. Freeman, Paramount vice-president in charge of the studio, for their cooperation in SuperScope development.



N.Y. Censorship Bill

(Continued from page 1)

laid the opposition case before Governor Dewey on the day that the Assembly judiciary committee reported the bill favorably.

Senator Earl W. Brydges, Niagara Falls Republican, who with Assemblyman James A. FitzPatrick, Plattsburg Republican, introduced the bill, spoke for its proponents in the upper house. Sen. Joseph Zaretski, Bronx Democrat, who called the measure "the most important of the session," led the opposition.

High Court Edict a Factor

Senator Brydges described the bill as "an attempt" to meet recent United States Supreme Court decisions.

That court, he explained, had in Burstyn vs. Wilson ("The Miracle"), extended to motion pictures the freedom of the press guaranteed under the First and 14th Amendments to the Constitution, while holding "sacrilegious" an invalid ground for licensure refusal. The court also ruled in Commercial Pictures Corp. vs. the Regents ("La Ronde"), "immoral" was too "vague and indefinite" in meaning.

Brydges continued that the bill "prepared after a good many conferences in which a good many able persons participated," was an attempt to draw the "clearly defined" censorship statute which the U. S. Supreme Court had said in "The Miracle" case would be valid and to meet the court's objection to "immoral" in the New York licensing law. Brydges thought the "incite to crime" clarification was the result of the recent Supreme Court decision on the Ohio censorship statute. Zaretski, however, declared the court did not rule on that as a ground for licensure denial.

Brydges declared that New York State for many years has had a "fair and reasonable" censorship law, under the Board of Regents and its motion picture division (State Education Dept.). He continued that the law is necessary, not because of pictures produced by responsible companies subscribing to the production code, but because of foreign made films. The latter now comprise "over 50 per cent" of the films submitted to the motion picture division in this state,, Brydges reported. He added that foreign pictures are "vastly" increasing; that a number previously denied a state seal had re-filed applications in the belief "our censorship statute was completely destroyed by the U. S. Supreme Court decisions."

Brydges had told "the better, the responsible elements" in the industry they would be wise to support a "fair and reasonable" censorship law in this State. He repeated this advice. The Senator, who explained that he was the father of seven children and could not "physically" check or censor every picture they wanted to see, warned that without a state censorship law, the industry would be subject to all the vagaries and inconsistencies of local censorship throughout the state. The bills, standards and language were contained or inferred in the Production Code, he said.

Zaretski argued that the state now has a "perfectly good censorship law," one barring films as "obsence, indecent, inhuman or incite to crime." If the bill's supporters "monkeyed" with it, they might bring about a U. S. Supreme Court decision "outlawing censorship."

Stressing the Supreme Court decision in the Burstyn case, and its implications, he pointed out that it held "sacrilegious" invalid. Yet the Brydges-FitzPatrick bill did not eliminate that word from the present law. "Immoral" was being defined, although Zaretski insisted the Supreme Court had ruled out the term as too vague.

Quotes Douglas and Black

"Obscene and indecent" included words used in the measure, like "erotic, pornographic and lewdness," The Bronx Senator declared. He claimed the proponents were "trying to give a new meaning to immoral."

Pointing to the concurring opinion by Justices Douglas and Black in "La Ronde" that all prior restraint on motion pictures is unconstitutional, Zaretski cautioned the bill's advocates this might eventually become the ruling of the majority.

To Argue Censorship On WOR-TV Tonight

"Should Motion Pictures Be Censored?" will be argued tonight by the president of the International Catholic Truth Society and former assistant U. S. Attorney Mrs. Florence P. Shientag on WOR-TV's weekly panel program, "America Speaks" (10:00-10:30 P.M. E.S.T.).

Rev. Edward Lodge Curran will present the affirmative point of view while Mrs. Shientag will argue against censorship. She was counsel for the producers of "La Ronde" which premiered in New York after the U. S. Supreme Court overruled the New York State Board of Censorship ban on the French film.

Md. Allied Elects Board of Directors

BALTIMORE, March 22.—The Allied Motion Picture Theatre Owners of Maryland elected a new board of directors at an annual meeting. Those named were Leon Back, C. Elmer Nolte, Jr., Jack Levin, Meyer Leventhal, Stanley Baker, Jack L. Whittle, J. Robert Gruver, Milton Schwaber, Edward Perotka, Richard Worman, Lauritz Garman and Dom Delauney.

Early in April these directors will meet and elect officers from their own group.

SuperScope

(Continued from page 1)

Scope pictures will be commercially produced, distributed and exhibited will depend, to a large degree, on how it stands up to competitive systems at the boxoffice.

Compatibility Shown

The SuperScope system showed its compatability with CinemaScope-photographed film when clips of "Knights of the Round Table" and a Walt Disney travelogue on Switzerland were flashed on the screen. Both pictures had been taken with CinemaScope lenses. Other films shown, including "Susan Slept Here," an RKO Radio production, were photographed with a standard Mitchell camera, with conventional taking lenses. These, it was explained, were then processed anamorphically in a laboratory for SuperScope projection. The picture results of the anamorphic laboratory-made films were very good, too. Another aspect of the system was shown when stock library shots were projected in a CinemaScope ratio of 2:55 to 1 on the screen, with impressive results.

The system, as evidenced by the applause of the some 800 exhibitors attending the demonstration, has much to commend itself.

MURRAY HOROWITZ

Variety Committee Adds New Members

Russell V. Downing, chairman of the dinner committee for the New York Variety Club first annual Heart Award dinner, announced the following additions to the sponsoring committee: Charles Alicoate, Robert S. Benjamin, Max A. Cohen, George Dembow, Dick Dickson, Emanuel Frisch, Peter S. Harrison, Benjamin Kalmenson, Edward Lachman, Abraham Lastfogel, Jack Levin, Mrs Charles E. Lewis, Al Lichtman, Sidney B. Lust, Harry Mandel, Carl Marks, James A. Mulvey, Louis Nizer, Eugene D. Picker, Martin Quigley, J. Robert Rubin, Montague Salmon, Abraham Schneider, Robert Shapiro, Ben Shlyen, John E. Stott, Morton Sunshine, S. J. Switow and Douglas Yates.

The dinner journal committee has set April 10 as the closing date for advertising in the Journal.

The Heart Award dinner will be held at the Waldorf Astoria Hotel on May 6. William J. German, president of the Variety Club Foundation to Combat Epilepsy, will be the guest of honor.

Wisconsin V.C. Gives $10,000 to Marquette

MILWAUKEE, March 22.—At the St. Patrick's Day dinner party of Wisconsin Variety Club, Tent No. 14, Ben Marcus, chief barker, and president of national Allied, presented a check for $10,000 to the Marquette University School of Medicine through Dr. John S. Hirschboeck.

It is part of the club's pledge of $25,000 annually to finance the heart center. Since 1950, the club has contributed more than $82,000 to its main charity.

John Jones, international representative of Variety, attended the affair and congratulated Tent No. 14, although saying that it is a young tent which has been growing and "doing such wonderful work."

Bonded's TV Activity To Two Subsidiaries Here and on Coast

Bonded Film Storage Co. has formed in Los Angeles the Bonded TV Film Service, Inc., as a West Coast subsidiary for the handling and storage of television film, and has also organized Bonded TV Film Service as a division operating in New York. Bonded's television operations are supervised by Manny Kandel, vice-president and general manager in the New York headquarters.

West Coast operations, which will start Monday, will be under the direction of Stanley Halperin, formerly of the William Morris Agency.

'Scope in Drive-in Debut in Salt Lake

SALT LAKE CITY, March 22.—CinemaScope made its drive-in debut at the week-end when the Motor Vu presented "The Robe" on its new 102 by 48 foot screen. Comments cards were universally favorable, said Eric Peterson, owner and operator of the theatre.

The screen is of flexboard facing and has three coats of Raytone drive-in paint. Stereophonic sound was rendered by two speakers, each coming from the same post. While this meant that the two speakers must be placed on opposite doors of the front seat with a connecting cord crossing those seated in front, no customers complained that this was uncomfortable. Booth amplifiers were increased from 11 to 22 and new lamps, perfected by P. S. Ashcraft Co., gave clear and bright lighting, it was said.

Among those who made up the capacity audience at the opening were P. S. Ashcraft, president of Ashcraft, Dave Peterson and Robert Reagan of Altec, Jay Robinson, who plays Emperor Caligula in the film, and Charles Moore, sound engineer for Motiograph.

RCA Signs Circuits To Service Deals

CAMDEN, N. J., March 22.—RCA Service Co. has signed three more major theatre circuits, Intermountain Theatres, Inc., Salt Lake City; Central States Theatre Corp., and Tri-State Theatre Corp., both of Des Moines, to service and maintenance contracts, the company announced yesterday.

H. M. Madison, West Coast district manager negotiated the Inter-mountain contract while E. D. Van Dyne, Kansas City district manager, negotiated the other two.

NBC-TV Leases Century

The Century Theatre in New York has been leased by the National Broadcasting Co. under a long-term arrangement and will be converted into a modern studio for television program productions. The network will take possession on March 28.

HOWARD E. STARK
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Specialists to Motion Picture Industry

Television--Radio

By MAX LIEBMAN

(Producer-Director "Your Show of Shows" and Guest Columnist for Pinky Herman who is on vacation)

THE problem of a television producer is getting the show on. That is not a single operation. It represents a fusion of so many elements that a chart marking the assemblage of the units for a revue like "Your Show of Shows" would represent a tree of the Hapsburg family, which, as any student of history knows, sends its sprouts and its sprays into areas which they never had any legitimate business invading.



Max Liebman

The first problem is what to put into the revue. In the Broadway theatre a producer begins with the reliable conviction that finding his play is 75 per cent of his task. That search confronts me thirty times in a season, making my problem thirty times the theatreman's or 2,250 per cent of it. Since there cannot be a greater percentum than 100, or the whole, my problem immediately becomes too great for matehmatical definition.

But instead of despairing that a year is too short a time to find material for thirty revues, I have designated each of our work weeks a year. Entertainment is a matter of illusion anyway and once Sid Caesar, Imogene Coca and the other players, writers and department heads of "Your Show of Shows" believe they are not pressed for time, they come through with a show.

☆ ☆ ☆

Naturally, our system plays hob with the calendar which serves the rest of the universe. By our count, marked by the revue for the past five years, we live from Monday morning until Saturday night in the late years of the twenty-second century. We come back to the present century at ten-thirty EST every Saturday night and remain there until Monday morning. After five of your years, and 260 of ours, the transition between centuries isn't as bad as it was at first.

That takes care of the material problem as it is affected by time. Now what about its quality? The Monday morning conference on the content of next Saturday's show finds us all agreed that last week's revue was the best of the long series. Naturally, we must top that. Mustn't ever look back, fellows. And so, fired with fierce ambition, every manjack of them, myself included, goes into a state of shock.

So I think you can call Monday another one of the television producer's major problems.

Something happens between Monday and Tuesday morning because everybody appears to be busy Tuesday, rehearsing sketches, musical numbers, dancing. A corps of efficiency engineers have been working for years trying to ascertain just where the matter for those rehearsals comes from. We are very anxious to have the engineers' report so we may break it down into a domestic skit for Sid and Imogene.

☆ ☆ ☆

Another problem is people. There aren't enough people. The subway finds more people than it needs. But there comes a time, at least once a week (or a year, if you care to share our illusion) when you need somebody to tell, "That's all your fault." Working with a single group for 250 years, or roughly four long lifetimes, you become deeply attached to them, and shrink from offending them. In consequence, for dear friendship's sake, you start to blame yourself for your own mistakes, which after all, were out of fashion even way back in the conservative twentieth century.

Happiness is another torment to the television producer. Happiness is likely to afflict him on Saturday night about seven o'clock, right after the dress rehearsal. He finds himself, with a few reservations, very satisfied with the way things have gone. Items he had misgivings about, have turned out just dandy, and he contemplates the hour of nine with a relaxed mind at least, for a while.

About that time a little imp starts doing buck steps on the periphery of his mind which segue into a sort of tom-tom doom effect. Then the producer asks himself what he has to be happy about, and proceeds to magnify every little slip in the dress rehearsal as disastrous beyond calculation. Promptly he sinks into the eight-thirty depression and resolves to shun happiness thereafter as one shuns the poisoned cup. He remains dispirited until ten-thirty, then backslides to happiness.

Ampex Stereo Sound Demonstration Given At IRE Convention

Stereophonic sound as used in four-wall theatres and drive-ins was demonstrated yesterday by Ampex Corp., manufacturers of stereo equipment and magnetic recorders, for visiting engineers who are gathered in New York for the four-day national convention of the Institute of Radio Engineers.

Using three huge speakers and a magnetic tape recorder, the Ampex engineers, who have set up a display booth, one of 604 exhibits at the convention, demonstrated at the Kingsbridge Armory in the Bronx the capabilities of stereophonic sound in a conventional theatre.

It was explained that the drive-in speakers are still in an experimental stage even though a demonstration was held for the trade press last week at the home office of 20th Century-Fox.

W.B.'s London Stereo Sound Test March 31

LONDON, March 22. — Warner Brothers' stereo versus single-track sound test has been set for March 31 at the Warner Theatre here.

"The Command" will be screened there for half its length with full stereophony, the reminder on a single optical track. The intention is to precede "The Command" screening with the already reported trailer of excerpts from the company's forthcoming CinemaScope productions.

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Tax Bill

(Continued from page 1)

exemption for some lower-priced tickets.

Senate majority leader Knowland (R., Calif.) leaving a White House conference between the President and legislative leaders, said he thought the entire excise bill would pass the Senate "substantially as reported." He said the President gave no indication that he would ask the Senate to remove any of the excise cuts voted by the committee, despite the Administration's general opposition to the revenue loss.

Other key Senators predicted that no matter what happened to other portions of the excise bill, nothing would happen on the Senate floor to change the admissions tax sections.

There is a good possibility that, if the Senate does not add to the bill reported by the Finance Committee any new cuts on other items, the House may accept the Senate measure without the usual House-Senate conference. The House would merely agree to the changes made by the Senate in the House bill, including exemption for lower priced tickets.

Possibly on Floor Tomorrow

It's still not definite when the excise bill will come up on the Senate floor, though signs still point to Wednesday. Knowland said he would try to get an agreement late tomorrow to vote at an early time on Alaska-Hawaii statehood, and that if he got such an agreement, he would put the excise bill off until after that. However, he said, if there were no agreement, he'd probably ask to take up the excise bill Wednesday. He said he thought the bill would be on the floor about three days.

There were these other developments yesterday:

¶ The Senate Finance Committee, in its report on the bill, declared it had voted the exemption for lower-priced tickets because it believed "that the admissions tax constitutes a special hardship in certain cases."

¶ The Senate Small Business Committee hailed the Finance Committee action as giving "aid to hard-pressed movie exhibitors." It said the exemption for lower-priced tickets was "more favorable to the thousands of exhibitors who are facing bankruptcy than was the House-approved step of reducing the tax to 10 per cent."

¶ The Small Business group noted that its report last August called the end of the 20 per cent admissions tax "a prudent and necessary step to aid a distressed industry."

¶ The tax committee of the Council of Motion Picture Organizations was summoning exhibitors to Washington from all over the country to contact their Senators in support of the Finance Committee action. Exhibitors were also being asked to write, phone or wire their Senators and Congressmen to stick to the exemption for the lower-priced tickets.

Set 1st Pathecolor Film

LOS ANGELES, March 22.—O. W. Murray, Pathe Laboratories vice-president in charge of West Coast operations, announced yesterday that Pathe has started to process the first Universal-International Pathecolor production, title unknown.

Tax Bill Applies to Tickets of 60 Cents Or Less; Finance Committee Clarifies

WASHINGTON, March 22.—The tax bill reported by the Senate Finance Committee actually exempts from the admissions tax tickets of 60 cents or less—not 59 cents or less as announced by the committee Friday.

The official committee announcement Friday said the Senators had voted to exempt tickets "costing less than 60 cents." Committee officials, when asked on this point, had said that 60-cent tickets would definitely be subject to tax. But the official committee bill, made public today, removes the tax from tickets costing "60 cents or less." Any 60-cent tickets would definitely be tax-free under its terms.

Committee officials today said that when they came to drafting the bill over the week-end, there had been disagreement as to what the committee had really meant to do, and the bill drafters had decided to take the most liberal view of what the committee might have meant.

This is the second time that the actual admission tax bill has differed from the announcement as to its contents. House Ways and Means Committee chairman Reed (R., N. Y.) had announced the bill made the rate one cent for each 10 cents or major fraction, but the bill actually made the one cent rate apply to each 10 cents or any fraction. This was fixed up by the Finance Committee.

Ceilings May Close 62 Mex. City Houses

MEXICO CITY, March 22.—Sixty-two theatres here, all subsequent runs or neighborhoods must close unless they are allowed to charge more than the 23 cent ceiling admission price, their operators have told Mayor Ernesto P. Uruchurtu. The exhibitors contend that such a low admission prices in the face of high operating costs, due mostly to wages and taxes, allow them little if any profit. Twelve of these theatres will close immediately upon official refusal of the price hike request, and the other 40 will suspend gradually within a month, the mayor was warned.

Exhibitors regard this as the final effort to break the ceilinged theatre admission prices that were enacted in December, 1952. First and second run exhibitors have seemingly quit trying to induce the city government to end its frozen price scale of 34 to 46 cents.

Panavision Planning 200 Lenses a Week

Arrangements have been completed to increase production of Panavision's new Super Panatar Variable "anamorphotic" lens, John R. Moore, Panavision's executive vice president, has announced. Panavision expects to be able to deliver 200 lenses a week within the next 30 days.

Meanwhile, Panavision has set up its demonstration of the process for tomorrow morning at the RKO 86th Street Theatre here. It is planned to show a comparison of the Panatar lens with that of another manufacturer, flashing scenes of a picture from one lens and then from another.

Following the demonstration there will be a question and answer period.

Lippert Release for Corman's 'Monster'

HOLLYWOOD, March 22.—Lippert Pictures has closed a deal with producer Roger Corman to distribute his "Monster from Beneath the Sea," and has set the science-fiction feature for May release.

The picture was directed by Wyott Ordung with Anne Kimbell and Stuart Wade heading the cast, under the shooting title, "It Stalked the Ocean Floor."

Invitations Issued For 35th Venice Fete

Invitations have been issued, regulations established and competition categories designated for the 35th international exhibition of cinematographic art to be held this summer in Venice, Italy.

The number of films that each country will enter has been limited as follows: Countries having a yearly production of film of one to 100 films, one entry; countries having a yearly production of films of 100 to 250 films, two entries; countries having a yearly production of more than 250 films, three entries.

The jury will award the Grand Prix "Gold Lion of St. Mark" to the best film, and four "Lions of St. Mark" to the best direction, the best screenplay, the best music and the best photography, and two cups for the best acting, female and male.

Two other prizes will be at disposal of the judges who may award them to films outstanding for their artistic, technical and spectacular qualities.

Film Councils Form New Federation

A new organization called the Federation of Motion Picture Councils, Inc., was voted into existence yesterday by delegates of 85 motion picture councils in a meeting here yesterday. Under the chairmanship of Mrs. Maxwell M. Williams, the meeting also approved a constitution and by-laws for the new federation.

The federation is intended to give the member councils a collective voice in dealing with the problems of the industry. It is also designed to allow more contact and interchange of ideas between the councils than was the case when they were autonomous.

Hollywood Has 20 Pictures in Work

HOLLYWOOD, March 22.—Start of four features, three of them in Technicolor, and completion of one other, brought the shooting level to a trim 20 at weekend.

Started: "Strategic Air Command," VistaVision, Technicolor (Para.); "Block Dakotas," Technicolor (Columbia); "Nevada Gold," Technicolor (U-I); "Sons of the Navy" (A-A).

Finished: "Desperado" (A-A).

Ticket Prices In S. A. Too Low: Picker

Organized efforts are under way in Latin and South America to have local governments recognize existing industry conditions and the need of raised admission prices, Arnold M. Picker, United Artists vice-president in charge of foreign distribution, declared here yesterday at a trade press conference.

Recently returned from a six-week tour which took him through 11 countries in the Western hemisphere, Picker stated that UA business as compared with 1952 and 1953, has risen 75 per cent. "Comparison of the business between the first eight weeks of this year and 1953 shows an increase of 23 per cent," he said.

Cites Three Films

The top three UA films which are doing exceptional and outstanding business in Latin and South America are "Limelight," "Don Camillo," and "Moulin Rouge," Picker said. These three films have won many awards," he said.

Picker, who has been checking on company business and plans for the 35th anniversary celebration during his trip, stated that the local governments set the admission prices in theatres. The various distribution companies, exhibitors and operators, however, have been showing the need to have a fair return on domestic and foreign films, Picker said.

"The economy of Latin American countries is dynamic," he said. "New theatres are being built everywhere and there is much refurbishing of old houses taking place," Picker added.

Urges 20% Hike

There is a "crying need" for increased admission prices, the film executive asserted. The prices should be raised some 20 per cent in Peru, Brazil and Argentina, to name a few countries, he said. In Lima, the regular evening admission price is 21 cents, while in Buenos Aires, 52 cents is the price of a ticket.

"In many countries, the motion picture is the major source of entertainment," Picker said. "European films, especially Italian and French, have a high level of acceptance while American-made motion pictures enjoy much popularity," he stated.

In regard to CinemaScope, and other new film processes, Picker said that there is much confusion and fear expressed by the Latin American exhibitors and operators. "Most of them are awaiting some sort of standardization of these processes before going ahead and installing the equipment, Picker stated. There are one or two houses in each country equipped for CinemaScope now, he added.

Lauds Brazil Festival

Picker concurs with Eric Johnston, president of Motion Picture Association of America, about the wonderful reception that American product were afforded at the Brazilian Film Festival. "It was a wonderful thing for the American motion picture industry," he said.

Picker leaves Friday for a two-month tour of European film centers in conjunction with the UA 35th anniversary celebration and other company business.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 56 NEW YORK, U. S. A., WEDNESDAY, MARCH 24, 1954 TEN CENTS

No Change Seen

Senate Takes Up New Tax Measure Today

Its Passage Expected Tomorrow or Friday

By J. A. OTTEN

WASHINGTON, March 23.—The Senate is scheduled to take up tomorrow the excise tax bill, with all signs indicating that the admissions tax provision will be approved as reported by the Senate Finance Committee.

There was no indication of any serious attempt to eliminate the relief proposed by the Finance Committee, and no indication of any attempt to go further. All the Senate controversy over the excise bill seemed to revolve around other excise rates in the bill, such as those on autos and home appliances.

The Finance Committee voted to

(*Continued on page* 4)

AA Votes to Increase Its Capital Stock

HOLLYWOOD, March 23.—Stockholders of Allied Artists Pictures Corp., at a meeting here today, voted, 534,488 to 25,403 approving an amendment to the certificate of incorporation which will permit an increase in the authorized capital stock of the company. The new issue authorized consists of 150,000 shares of 5½ per cent cumulative convertible preferred stock with a par value of $10 per share. The proceeds from the sale of preferred stock when issued will be used for expansion of the company's production program, for general operating purposes and for reduction of present backing indebtedness.

At the meeting S. Broidy, president, expressed the management's appreciation to the stockholders for their substantial vote for the amendment.

Pola-Lite to Reveal 1-Track 3-D on Wed.

First public theatre exhibition utilizing the Pola-Lite 3-D system, the one-track 3-D projection attachment, will take place in Detroit next Wednesday, Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Co., announced here yesterday.

This public demonstration at the

(*Continued on page* 5)

Exhibitors Weighing Ticket Pricing Policy for Future

Strong sentiment in favor of saving some part if not the whole of the projected admission tax reduction for theatre operation was voiced by some Midwestern and Eastern exhibitors in a recent sampling conducted by MOTION PICTURE DAILY.

Some typical exhibitor reactions follow.

In Washington, D. C., Orville Crouch, Loew's Eastern division manager, said a final policy would have to be set by Loew's headquarters, but that he expected there would be "some towns where we will want to keep what is given us and others where we'll pass some of the tax reduction on to the public."

A similar view was expressed by Morton Gerber, president of District Theatres, Washington, D. C. He said policy on passing along the cut would be "strictly based on each individual situation, on the present price, the

(*Continued on page* 5)

Roach Plans Seven For Theatres in '54

HOLLYWOOD, March 23.—Seven feature films for theatrical distribution, budgeted at an aggregate of $2,600,000, will be produced by Hal Roach, Jr., during 1954, Roach has disclosed, in outlining his total production budget of $8,850,000 for the year.

The remainder of the total budget will be spent on telefilms. Roach, who has five television film shows on national networks, will start 10 more during the year.

MGM, PARA. ADOPT PERSPECTA SOUND

Seek to Headquarter V.C. Int'l in Dallas

DALLAS, March 23.—A resolution calling for the establishment of permanent Variety Club International headquarters in Dallas was passed here this morning at the annual convention of the organization. At the same session, delegates voted to put the heart reports on a calendar-year basis.

Delegates were welcomed to the city by Mayor R. L. Thornton of Dallas, at a luncheon which honored the International representatives and which was followed by a trip to the Variety Clubs Boy's Ranch.

'Scope Drive-in Bow Scores in Salt Lake

SALT LAKE CITY, March 23.—The initial presentation of CinemaScope and stereophonic sound in a drive-in theatre is considered a success here, following the opening of "The Robe" at the Motor Vu Drive-in. First three days of the picture grossed $2,200, outgrossing the week's run of "The Snows of Kilimanjaro" which drew approximately $1,600.

With two speakers in each car, the occupants see the picture on a screen measuring 102 feet wide by 48 feet high. Rain, sleet and cold weather greeted the opening day's business.

For All Prints; Loew Stresses 'Option' Factor And Costs to Exhibitors

All prints of films produced by Metro-Goldwyn-Mayer and Paramount will carry Perspecta stereophonic sound tracks, it was announced here yesterday by Arthur M. Loew, president of Loew's International.

The adoption of an optical sound system by M-G-M and Paramount, as contrasted to the magnetic sound system of 20th Century-Fox, was disclosed at a trade press conference. It was said that all prints of both companies distributed in the United States and overseas are included, with the exception of M-G-M CinemaScope pictures distributed domestically, which will continue the use of magnetic stereophonic sound.

Theatres in the U. S. will not be required to equip for Perspecta sound to play M-G-M product, it was explained, but will have the option to do so if they wish to utilize the stereophonic Perspecta sound on the

(*Continued on page* 5)

Labor Minister to Probe 'Lab' Dispute

LONDON, March 23.—Labor Minister Sir Walter Monckton has agreed to appoint an investigating committee to delve into the causes and circumstances involving the strike of the laboratory employes. Ministers of both parties will afford the committee full assistance to enable the industry to resume normal laboratory operations.

Dismissal notices, effective Friday, will be withdrawn if the Association of Cine Technicians complies with a

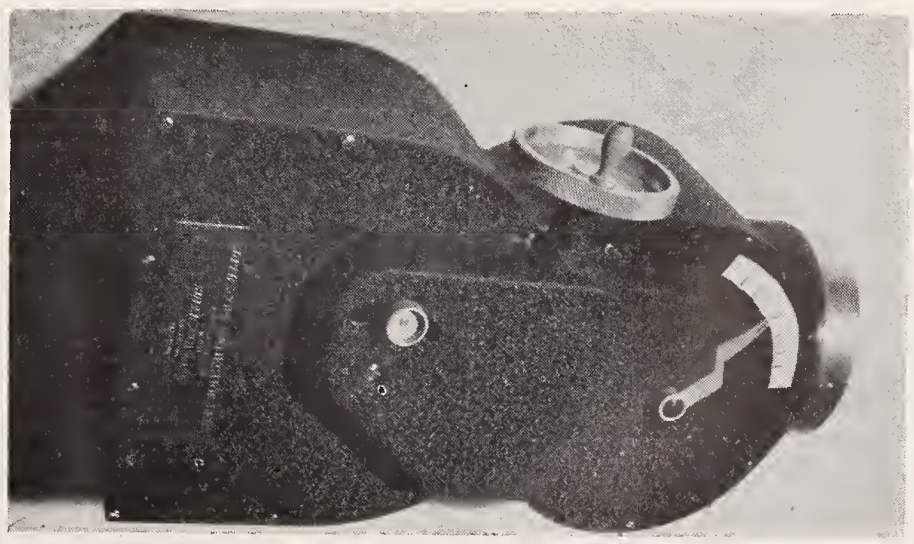
(*Continued on page* 4)

TOA Seeking Data On Advertising Rates

Theatre Owners of America has sent out a form to its members asking them for information about the differences in rates between theatre advertising and retail advertising in the members' local papers, and also how much space the exhibitor's local paper gives to motion picture material.

TOA hopes to accumulate enough data to enable it to present an effective case in inducing newspaper publishers to narrow the gap between theatre advertising and general advertising rates.

THIS IS IT . . .



The Tushinsky SuperScope projection lens.

Personal Mention

DR. HUGH M. FLICK, chief of the New York State Censor Board, on April 6 will address the annual meeting of the Independent Motion Picture Distributors Association at a luncheon in the Russian Tea Room here.

•

SIDNEY KRAMER, RKO Radio short subjects sales manager, will be in Detroit from New York next Tuesday and Wednesday.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, left Hollywood Monday for Salt Lake City.

•

MILTON DUREAU, WILLIAM COBB, JOY N. HOUCK and DON STAFFORD are in Dallas from New Orleans.

•

HYMAN KING, of King Brothers Productions, arrived in New York yesterday from the Coast.

•

LEON REICHBLOOM has sold his State Theatre, Charleroi, Pa., to the Mike Manos circuit.

•

JOHNNY HARRELL, booker for Martin Theatres, was in New Orleans from Atlanta.

•

JERRY HIRSCH, of Bell Chemical Co., Dallas, visited last week in New Orleans.

•

HELEN DEUTSCH, M-G-M writer, has returned to Hollywood from New York.

•

WALTER WANGER will leave Hollywood by plane on Saturday for Chicago.

•

WALLY BROWN has returned to Hollywood from Cleveland.

Name Burkett Head of Pathe Coast Sales

James L. Wolcott, executive vice-president of Pathe Laboratories, announced yesterday that James S. Burkett will be placed in full charge of Pathe's West Coast sales April 1, replacing Charles Amory. Amory resigned as West Coast sales vice-president, effective that date, to form a television film distribution company.

Before coming to Pathe last December as sales manager under Amory, Burkett was vice-president in charge of sales of Color Corp. of America. Starting in the distribution end of motion pictures in 1914, he has had experience in almost every branch of the industry, having operated his own film exchanges, and for 10 years acting as a producer for Monogram, Republic and Eagle Lion.

Will Televise Hearings

WASHINGTON, March 23.—The Senate investigating subcommittee today voted to allow television coverage of its forthcoming public hearings growing out of the controversy between Sen. Joseph R. McCarthy (R., Wis.) and the Department of the Army.

Fitzgibbons in 50th Year in Industry

TORONTO, March 23.—President J. J. Fitzgibbons of Famous Players-Canadian is being felicitated on his completion of 50 years in the industry. Now 64, he made his start as a projectionist's assistant at the age of 14 years in the old Bijou Theatre at Meriden, Connecticut, his birthplace.



J. J. Fitzgibbons

He became identified with Paramount Theatres, later joining the Canadian Famous Players' circuit in 1930 as director of theatre operations, moving up to vice-president in 1936 and to president of Canada's major circuit 13 years ago.

Mexican Production Hits New Low Mark

MEXICO CITY, March 23.—With production of only 19 pictures, of which four were made by Americans, film production here reached a new low for a Jan. 1—March 15 period. However, Juan Bandera, manager of Peliculas Mexicanas, an important foreign distributor of Mexican pictures, has stated that "the market (home and export) can be sustained without difficulty with the production of an average of four to five pictures a month."

Trade opinion is that total production, by Americans and other foreigners as well as Mexicans, will barely hit 100 pictures this year, and some believe that it will be even far less than this figure.

New Denver Centre To Open April 29

DENVER, March 23.—The grand opening of Fox Intermountain Amusement Corporation's new $1,000,000 deluxe Fox Centre Theatre here has been set for April 29 by F. H. Ricketson, Jr., president. Industry leaders from all parts of the country are being invited to attend the opening as guests of the company.

"This theatre will stand as a symbol of the motion picture exhibitors' renewed faith in the future of the motion picture industry," Ricketson said in announcing plans for the opening.

The new Fox Centre will be a part of the operations of Ray W. Davis, Intermountain's metropolitan district manager here.

NFB Attendance Up

OTTAWA, March 23.—National Film Board of Canada shows have increased attendance from 4,900,000 in 1946-50 to about 13,250,000 in 1953, Dr. A. W. Trueman, Canadian government film commissioner and head of the NFB, said. About 55 Canadians see an NFB feature every three minutes of the day, he said.

ANTA Album Show Postponed Till Fall

The ANTA Album benefit show, which was originally scheduled for May 23, then May 27, has now been postponed until the fall, Willard Swire, ANTA's executive director, announced here yesterday.

Swire pointed out that the proposed closed circuit telecast by Box Office Television of the show has caused many unusual complications and the resultant delays made it unwise to aim for the May 27 date in light of the little time remaining.

"The ANTA Album," Swire said, "has always been the prestige show of the season and received rave reviews." Since the show was to be shown to theatre television audiences throughout the country, it was imperative that the quality be kept on the same level, he said.

The show will be presented in early fall at a Broadway theatre via a closed circuit telecast, he said.

Gehring to Address Variety Convention

W. C. Gehring, 20th Century-Fox executive assistant general sales manager, leaves tonight for Dallas where on Thursday he will address the Variety Club's International annual convention and on Friday will attend a special demonstration of the new single-unit stereophonic sound speaker for drive-in theatres which was perfected by Claude Ezell & Associates. He will return to New York over the weekend.

Wm. F. Cronin Joins Coates & McCormick

William F. Cronin, for many years an executive of Comerford Theatres, is now associated with the New York office of Coates and McCormick, Inc., consultants in public relations and governmental research.

'Chandra' to Hoffberg

"Chandra," said to be the first million-dollar picture to be produced in India, and which was filmed under the personal supervision of S. S. Vasan, head of Gemini Studios in Madras, has been acquired for distribution in the western hemisphere by Hoffberg Productions and will be released early in May.

NTFC to Meet

The National Television Film Council will hold its monthly luncheon meeting here tomorrow in the Warwick Hotel Pine Room. Stanton M. Osgood, NBC manager of film production and theatre TV, will speak on "NBC Looks at Television Film."

New Drive-in June 1

HARTFORD, March 23.—Sal Adorno, Jr., assistant general manager of M&D Theatres, Middletown, plans a June 1 completion of his $100,000, 750-car capacity Middletown Drive-In, being erected four miles south of that city.

The drive-in will have no affiliation with the M&D interests.

'Robe' Tickets Sold In 'Black Market'

Ticket scalpers and "black marketeers" have obtained supplies of tickets to CinemaScope attractions in Singapore despite efforts to prevent them, B. Bernard Kreisler, president of International Film Associates-TV, currently on a round-the-world tour, reports from Malaya.

Singapore's Odeon, which played "The Robe," on a "ticket in advance, three showings a day basis," Kreisler reports, was particularly bothered by scalpers selling the tickets at a premium. Exceptionally strong demand attracted the scalpers.

Industry Group Gets $4,210 in BSA Drive

The total of $4,210 collected for the Greater New York Council Boy Scouts Fund Raising Campaign by the Distributors and Producers Committee of the Amusement Division represents an increase over last year's figure.

Companies comprising the Producers and Distributors Committee include Allied Artists, Columbia, M-G-M, MPAA, National Screen, Paramount, RKO Radio, Republic, 20th Century-Fox, United Artists, Universal, Warner Brothers and Importers, Exporters and Independents.

Loew's, Washington Books Hutton Revue

WASHINGTON, Mar. 23.—Betty Hutton will bring her own variety revue to the stage of Loew's Capitol Theatre here for nine days beginning Friday, April 16, it has been disclosed by Orville Crouch, Loew's Eastern division manager. A feature picture also will be shown, and the shows will be on a continuous performance basis. There will be two shows daily, starting at 4:30 P.M., and three on Saturdays and Sundays, starting at 1:30.

Loew Books 'Murder'

United Artists' "Witness to Murder" will open in 32 key-city theatres on the Loew's circuit sometime in late April, William J. Heineman, UA vice-president in charge of distribution, has announced. The cities are Atlanta, Nashville, Boston, Providence, Springfield, Worcester, Buffalo, Niagara Falls, Rochester, Syracuse, Columbus, O., Evansville, Indianapolis, Louisville, Kansas City, Bridgeport, Harrisburg, Reading, Wilmington, Pittsburgh, Memphis, St. Louis, Norfolk, Richmond and Toronto.

Haymes Told to Quit U.S.

WASHINGTON, March 23.—A deportation order against Dick Haymes today was issued by Attorney General Herbert Brownell. Entered in Los Angeles, the order requires Haymes to leave the United States for his native Argentina. The singer, however, can appeal within 15 days.

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LOVE IS SWEEPING THE COUNTRY!



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It's The Talk of The Industry!

William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

♥

"ROSE MARIE"

"Great in Chicago.
"Rich in L. A.
"Robust in Cincy."

—VARIETY

(CinemaScope-Color)

Ann Blyth, Howard Keel, Fernando Lamas

♥

"FLAME AND THE FLESH"

It's Turnerific! Coast tip-off: Lana's new hit is the tops!

(Technicolor)

Lana Turner, Pier Angeli, Carlos Thompson

"RHAPSODY"

"'Rhapsody' Sweet at Music Hall, N. Y."

—VARIETY

(Technicolor)

Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern

♥

"JULIUS CAESAR"

Every new opening Big. House records in Detroit, Philadelphia, Washington. Allentown terrific.

Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr

♥

"LILI"

"'Lili' Terrif in 53rd week! Continues indef at Trans-Lux 52nd St., N. Y."

—VARIETY

(Technicolor)

Leslie Caron, Mel Ferrer, Jean Pierre Aumont

"LONG, LONG TRAILER"

It's getting long, long runs. BIG everywhere. Hold extra time!

Lucille Ball, Desi Arnaz

♥

"STUDENT PRINCE"

It's a Wow! Coast Preview of M-G-M's New CinemaScope Musical confirms advance raves!

(CinemaScope-Color)

Ann Blyth, Edmund Purdom, John Ericson, Louis Calhern, Edmund Gwenn, S. Z. "Cuddles" Sakall, Betta St. John and the singing voice of Mario Lanza

♥

ED SULLIVAN PICKS LESLIE "LILI" CARON FOR OSCAR!



"Far and away the top performance of any motion picture actress."

— Ed Sullivan in his column and on the air.

National Pre-Selling

ADVERTISING expenditures by motion picture companies in national magazines and Sunday newspaper supplements during 1953 totalled $2,608,369, according to "Coronet" magazine, whose analysis is based upon figures compiled by the Publishers Information Bureau. The figure does not include local, cooperative advertising, TV, radio and cerain other ad expenditures.

M-G-M was the top advertiser in magazines and Sunday supplements, RKO (including Walt Disney and Samuel Goldwyn Productions) was second.

Warner Brothers and United Artists were the only motion picture companies that ran more advertising in magazines and Sunday supplements during 1953 than in the previous year.

•

"Knock on Wood" has been chosen the picture of the month for April by Ed Miller of "Seventeen."

•

"Abdullah the Great," reports "Life" in the current issue, "is a movie that is now being made about the life of a fat, selfish, vain, childish, dissipated, and very rich monarch who loves gambling, eating and women, and rules irresponsibly over the mythical country of Bandaria. Gregory Ratoff, the hearty Russian who directs the film, also plays the role of profligate Abdullah himself." Four pages of photographs and text are devoted to "Abdullah the Great."

In the same issue "Life's" reviewer says in "Knock on Wood" there "is one of the funniest on-stage chases since the Marx Bros. broke up 'Il Trovatore' with a baseball game."

•

"Lucky Me" is represented by a striking page ad in the current issue of "Look." A wide angle photograph of a musical comedy dance scene covers the page width at the top. The caption for this photograph reads, "Anamorphic lens makes possible full sweep of Warners' great sound stage, (world's biggest) treating fans to zippier-paced production than ever before."

•

"The Long, Long Trailer," reports Phil Hartung in "Women's Home Companion's" April issue, "is one long, long laugh from beginning when Lucille Ball persuades her husband engineer, Desi Arnaz, they should live in a trailer so that their home will always be near his work. The plan turns out to be an expensive headache for Desi, who can't figure out how to drive, park, or even live in a trailer."

•

A beautifully full colored picture of "Athena's" dancing star Ann Miller will appear in the March 28th issue of "American Weekly." An interesting profile of the dancing star written by Liza Wilson, Hollywood editor of "American Weekly," will appear with the photograph.

•

"The Glenn Miller Story," reports Florence Somers in "Redbook's" April issue, "is handled realistically and with authenticity. Seven of Glenn's musicians played in the band which made the sound track. Those who knew him best acted as advisers on the production."

WALTER HAAS

Reviews

"Carnival Story"

(King Brothers-RKO Radio Pictures)

THE exploitation angles for "Carnival Story" are multiple, for the picture contains the elements of shock, danger and sex, in addition to the marquee value of Anne Baxter. It also tells of the predatory machinations of a male and the will of a woman to redeem herself.

For these reasons, the King Brothers production should do well at the box-office in most situations. With a thrill-seeking audience, drawn to the theatre with proper exploitation, the picture should pay off handsomely.

The more sophisticated film-goer, who wants characterization deeper and who desires less contrivance in plot outlines, will find disappointments in "Carnival Story." For the star, Anne Baxter, not only portrays a weak woman, a sucker for the man she loves, but a woman whose weakness borders on stupidity. And it is when she is outright stupid that sympathy with her plight falls by the wayside.

However, this is no psychological drama, although the story outline in the film so indicates. The setting is the show, the excitement of carnival life, the danger of the high dive, the pathetic plight of freaks; these are the elements which gives this film its attractiveness. The locale is set in Germany and the film is in AGFA color, printed in Technicolor.

Steve Cochran as the advance man for the touring American carnival is the villain, a deep, dyed-in-the-wool type, the kind that steals, murders and exploits women. Caught in his clutches is Anne Baxter, a native German whom he befriends initially by giving her a job with the carnival. An illicit relationship develops, broken when the high diver, Lyle Bettger, proposes marriage to Miss Baxter after taking her in as a partner to his act. The couple do marry, but Miss Baxter still finds herself drawn to the advance man and one night they are caught in a rendezvous, which sparks a hair-raising fight and an acid domestic scene. In defeat, Cochrane effectively plots the death of Miss Baxter's husband. After many twists and turns, replete with numerous exciting moments, Miss Baxter finally realizes what a heel advance man Cochran really is. This turn sets the stage for the demise of Cochran by the hands of the dim-witted carnival strong man.

Others in the cast include George Nader, Jay C. Flippen, Helene Stanley and Adi Berber.

Produced by Maurice Frank King, with Hans Jacoby as associate producer and Kurt Neumann as director, the screenplay was written by Jacoby and Neumann, based on a story by Marcel Klauber and C. B. Williams.

Running time, 95 minutes. Adult audience classification. For release, April 16.

MURRAY HOROWITZ

"Prisoner of War"

(M-G-M)

CAPITALIZING on the recent prisoner of war exchanges in Korea, Metro-Goldwyn-Mayer has brought forth "Prisoner of War," a dramatic, terse, and sad war drama about the comradeship of American soldiers in a prisoner of war camp. Subdued in mood, the GI's struggles to stay alive and sane under the Communist regime's method of "progressive teaching" may be somewhat rough on a weak-stomached audience. This Henry Berman production is very timely, but it does not measure up to some other motion pictures that deal with Army life and prisoner of war camp life.

Under the direction of Andrew Marton, the story tells of Ronald Reagan parachuting into North Korea and voluntary prison-life to get documentary proof of the inhuman and brutal treatment the Communists are affording United Nations soldiers in their POW camps. After arriving at a bleak, desolate compound, Reagan, along with Steve Forrest and Dewey Martin, receive indoctrination into the "peaceful way of life" under the direction of a Russian colonel, portrayed by Oscar Homolka.

The rigors of prison-camp life are shown along with a few scenes where Army and Air Force personnel are "asked" to confess to the false charge of germ warfare and atrocities to the Korean population. Reagan and Martin adjust themselves to the Red propaganda line, but a phoney "peace plea" newsreel film in which Reagan cleverly relays information to the U.N. causes a riot in camp and much suffering. Spirits are broken by the inhuman treatment of Americans by Homolka and his North Korean underlings. The influence of the Panmunjon peace talks brings a surprise ending which sees a change of attitude toward all.

Others in the cast include Robert Horton, Paul Stewart, Henry Morgan, Stephen Bekassy and Darryl Hickman. Produced by Henry Berman, directed by Andrew Marton. Written by Allen Rivkin.

Running time, 81 minutes. General classification. L. D.

Severe Penalties in Store For Vandals

OTTAWA, March 23.—Magistrate Joachim Sauve has issued a warning that he will deal more severely with offenders who disturb audiences in motion picture theatres.

"It seems to be the habit of young fellows to think it is smart to disturb people in theatres," the magistrate said when Clement Goyette appeared before him on charge of causing several hundred dollars damages to the Centre Theatre screen by tossing a bottle.

Ontario Booth Law Affects Operators

TORONTO, March 23.—A surplus of qualified projectionists is a possibility in Ontario through the enactment of a regulation under the new Ontario Theatres Act, 1953, which requires only one experienced operator in a booth, regardless of theatre size.

Under the previous law, exhibitors were required to have two men in the booth at theatres of more than 1,000 seats. The change was made because of the general adoption of safety film stock.

Tax Bill

(*Continued from page* 1)

exempt theatre tickets costing 60 cents or less and to reduce the tax on higher-priced tickets from the present 20 per cent to 10 per cent. The new tax rate would be figured at the rate of one cent for each 10 cents or major fraction. The House-approved bill would reduce the rate to 10 per cent with no exemption for lower-priced tickets.

Finance Committee chairman Millikin (R., Colo.) said he hoped the Senate would finish and pass the bill Thursday or Friday.

House Has Final Say

The final fate of the bill would then be up to the House. The House could take the bill as passed by the Senate or could insist on a House-Senate conference to produce a final compromise bill.

There was some speculation that the House might accept the Senate bill if there are no further changes in other provisions on the Senate floor.

GOP senators met in a formal party conference yesterday to go over the excise bill and heard a plea from Millikin to support the bill as reported by the Finance Committee. Millikin said later that he thought the majority of the party would do this and that the bill would pass "roughly as is." He added that no votes had been taken in the party conference.

Despite the fact that there seems to be no move developing to tone down the Finance Committee's admission tax provision, the tax committee of the Council of Motion Picture Organizations was taking no chances and was bringing in exhibitors to contact key senators, such as acting majority leader Saltonstall of Massachusetts. COMPO was also contacting the leaders of the House and the men who would be on the final House-Senate tax conference.

'Lab' Dispute

(*Continued from page* 1)

request to drop alleged restictive practices. If the dispute is not settled, newsreels, as previously announced, will be obliged to dismiss all technicians.

Meanwhile, the ACT will summon its executive committee to hear a report on Monckton's action and "to make any decisions arising therefrom."

More Theatres Book Disney's 'Pinocchio'

The number of theatres booked to play Walt Disney's "Pinocchio" Easter week in the Metropolitan area has increased from 100 to 125, Charles Boasberg, RKO Radio general sales manager, announced. Playdates get under way April 16.

Circuits which have booked the film include RKO, Brandt, Century, Fabian, United Paramount, Walter Reade, Randforce, Warner, Skouras and J. J. It will also be shown at Loew's Borough Park Theatre.

Kaye Film Apr. 14

"Knock on Wood," Paramount Technicolor picture starring Danny Kaye, will open April 14 at the Capitol Theatre here.

Pola-Lite

(Continued from page 1)

Roxy Theatre will feature the full print of Universal-International's "The Creature From The Black Lagoon" in 3-D.

The production, specially processed for the Pola-Lite unit, has just been received by Pola-Lite. With the picture soon to start its subsequent run engagements in Detroit, Milton Herman's Roxy Theatre was selected for this public exhibition in that territory.

In addition to black-and-white prints of "The Creature From The Black Lagoon," Universal-International is now completing the processing of its Technicolor production "Taza, Son of Cochise" which will also be available to exhibitors with the new Pola-Lite 3-D system.

Plans Several Demonstrations

"In addition to this public exhibition," O'Keefe said, "a special demonstration will be held at the Roxy Theatre for all exhibitors in the Detroit area. Following this engagement we plan to hold additional key city demonstrations and theatre exhibitions with the Pola-Lite 3-D system in several other exchange centers."

Under the company's new sales policy, O'Keefe revealed that exhibitors can now secure two Pola-Lite 3-D attachments for their theatres for $100, together with a minimum order for 6,000 Pola-Lite 3-D glasses over a period of one year.

Skiatron TV System To Matthew Fox

Exclusive worldwide rights to the Skiatron Subscriber-Vision television system has been acquired by Matthew Fox under a deal completed by Fox and Arthur Levey, president of the Skiatron Electronic and Television Corp., the development company which holds the basic patent rights.

Under the deal, it is reported that Fox has guaranteed the installation of 50,000 decoders within six months after the Federal Communications Commission gives its approval of the project and 500,000 installations within 18 months after an FCC okay.

Forms Operational Firm

Fox has formed an operational company to be known as the Skiatron TV Corp., with himself as board chairman and president. Levey will represent the development company on the board. Other directors and officers will be announced shortly.

Fox said that the type of attractions to be offered by his company will include Broadway shows, first-run pictures yet un-released, sports events, including baseball and football, grand opera, ballet and other specialized events beyond the economic reach of industrial and network sponsors.

Levey, associated with James M. Landis, former Harvard Law School dean and former chairman of the Securities and Exchange Commission, stated that the patent-holding development company will receive continuing revenues and royalties, in addition to substantial cash payments under the Fox agreement, terms of which were not made public. It is said that approximately $15,000,000 is involved.

The Skiatron system provides a "scrambler" device for television broadcasts at the station, permitting the program to be viewed at home only by subscribers. "Unscrambling" in the home set is accomplished by insertion of a small card and by pressing one button in a home-set attachment.



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Adopt Perspecta Sound

(Continued from page 1)

M-G-M print. However, overseas theatres desiring to play M-G-M's CinemaScope product will be required to convert for Perspecta sound, the system which will be employed on M-G-M CinemaScope product overseas.

Paramount policy on sound, as enunciated recently by president Barney Balaban on the Coast, is also an optional one for theatres.

Loew said that if a theatre today is equipped for stereophonic sound, that theatre, in order to add Perspecta sound, would only have to purchase a Perspecta integrator unit. He estimated the cost of the unit, exclusive of installation costs at from $800 to $900. For a theatre which is not now equipped for stereophonic sound, Loew's estimated the cost, exclusive of the integrator and installation charges, at from $2,000 to $4,000. The latter estimated charge includes the price of the three horns behind the screen, it was explained.

Loew said that the Perspecta sound print could also be utilized for conventional one-horn systems in theatres. The Perspecta sound integrator, he added, also could be employed for conventional sound prints.

Loew, who personally sponsored the development of the system and seeks its adoption by the film industry, said that negotiations are under way with Warner Brothers for the use of Perspecta stereophonic sound. It is expected that these negotiations will be concluded very soon, according to Loew.

As yet no trade press demonstration of the system has been held, but Loew said that a Perspecta integrator has been installed in the Radio City Music Hall. He added that it is expected that this equipment will be used to demonstrate the system in the near future. Paramount's VistaVision system may be demonstrated there at the same time, he added.

Will Use Three Channels

Loew, claiming that Perspecta offers the same stereophonic effect as magnetic sound, said that M-G-M at present contemplates to use only three channels, foregoing the use of the auditorium speakers.

The first Paramount picture to be released with Perspecta sound will be "White Christmas," which is Paramount's first VistaVision production. The first M-G-M picture in that sound system will be "Betrayed." Overseas, it was added, the first M-G-M release in Perspecta sound will be "Knights of the Round Table," which opens first in Australia as the Easter attraction, with openings throughout major cities following shortly thereafter.

Congratulations from Balaban

Loew, at the press conference, read a letter by Paramount president Balaban, congratulating him for the development of Perspecta sound. Balaban's letter said, in part, "It is my hope that this will prove the first step in standardizing the new 'dimensional' sound for all the industry."

Attending the press conference were C. Robert Fine, president of Fine Sound, Inc., the licensor of the system; and Sherman Fairchild, president of Fairchild Recording Equipment Co., the first manufacturers of Perspecta stereophonic sound equipment.

An initial lot of 200 Perspecta integrators have been manufactured, it was stated. Fairchild said he initially began producing 10 integrator units per week, but that rate will be expanded markedly. Initial integrator units, Loew added, are being shipped to France, Australia and Belgium. Loew said that in the foreign market, he expects foreign companies to be licensed to manufacture the equipment.

Loew said that 50 per cent of Fine Sound, Inc., is owned by M-G-M International Films, Inc., a subsidiary of Loew's. He said producers wishing to employ the system will be charged a $1,000 per picture royalty fee, the same fee holding true for independent producers both here and abroad.

Perspecta sound, it was explained, employs a standard optical track to which an additional signal is added to control the "direction" and volume emanating from the various horns behind the screen. Additional controls for auditorium or surround speakers can be added, if desired, it was said.

In addition to the Fairchild company, it was explained, other companies will be licensed to manufacture Perspecta integrators. The equipment will be distributed by dealers such as Westrex, RCA, and National Theatre Supply.

Drive-in Catalog Set By Filmack Trailer

CHICAGO, March 23.—The 1954 Drive-in Catalog of Trailer Ideas, which is devoted exclusively to drive-in theatre advertising, exploitation, special stunts, refreshments and institutional ideas, has been published by Filmack Trailer Co., Irving Mack, president of Filmack, announced.

Testimonial for Hallauer

ROCHESTER, March 23.—Carl S. Hallauer, executive vice-president of Bausch & Lomb Optical Co., will be honored at a testimonial dinner Saturday night for his "outstanding service in civic affairs, public service and politics." Sol Schwartz, president of RKO Theatres, will be among the industry guests.

TicketPricing

(Continued from page 1)

competitive situation, and other conditions." He said there would be some theatres where the company would keep all the tax reduction, some where it would pass part of the tax reduction on to the theatre-goer and somewhere it hoped to pass along all the tax cut.

'Keep the Price As It Is'

John H. Hiser, head of the Hiser-Bethesda theatre, said that last year when the Mason bill was passed, he planned to pass the entire tax cut on to the public. "Now I won't," he said. "Now I'm not operating in the black, and if we get a tax cut, instead of having to raise my price I'll just keep the price as it is."

Sidney Lust, head of Lust Theatres, said he had not finally made up his mind, though "I would like to pass most of it along." He said he felt that in the long run "it might be smarter to pass it on and get more business."

Ohio exhibitors were advised to maintain present admission rates if the present Federal levy is cut, in a bulletin issued by Robert Wile, secretary of the Independent Theatre Owners of Ohio.

"We hope that every exhibitor who is not now making enough money," said Wile, "will keep all of the money saved for himself."

Sees Retention Necessary

In Detroit, Irving Goldberg, who with his twin brother, Adolph, operates the Community Theatre Circuit, consisting mainly of drive-ins, had this to say: "I feel that nearly everyone will agree that the theatres must keep the reduction to maintain their houses. Especially those operating on a 50 cents admission price, and the majority are in that class, need it to stay alive. If they are to buy new wide screens and if stereophonic sound systems get down to where they can afford them, they'll need added cash at the box office. Right now it's a struggle to keep the house clean and in decent repair."



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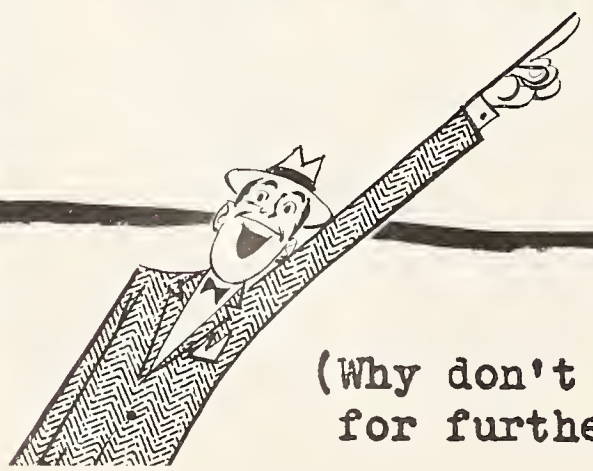
FIRST DRIVE-IN REPORT ON CINEMASCOPE

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AL LICHTMAN, 20TH CENTURY FOX FILM CORP.
444 WEST 56 ST. NYK

We have just finished third nite Robe on our huge CinemaScope Screen and Stereophonic Sound with two speakers in each car. We are thrilled beyond words with our new CinemaScope installation. Plenty of light on the screen with no distortion. People enthralled at beautiful picture and Stereophonic Sound improves quality of sound 100 percent, besides giving very effective directional sound. Encountered rain sleet and cold first three nights Robe but in spite of it outgrossed 7 days Kilimanjaro and 7 days Stars and Stripes Forever, which played much later in season. We are very happy we made this adventurous step and we feel sure CinemaScope will be installed in every Drive-In throughout the United States. Sincerely.

ERICK C. PETERSON
Motor Vu Drive-In, Salt Lake City



(Why don't you phone Mr. Peterson at Salt Lake City 0252 for further details... if you need any!)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 57 NEW YORK, U. S. A., THURSDAY, MARCH 25, 1954 TEN CENTS

For Polio Vaccine

Dr. Karl Meyer Winner of V.C. Humanitarian Award

By JAMES IVERS

DALLAS, March 24.—Dr. Karl Meyer, head of the Hooper Foundation of the University of California Hospital in San Francisco, is this year's recipient of the Variety Clubs International's Humanitarian Award. Doctor Meyer's achievement was his discovery in polio research. By isolating a weakened strain of polio virus, Doctor Meyer developed a vaccine which achieved immunity to polio in children to whom he gave it.



Dr. Karl Meyer

The Humanitarian Award will be presented here tonight at the annual award dinner, held in connection with the Variety Clubs' convention now in progress at the Adolphus Hotel.

Doctor Meyer has had a distinguished career as a pathologist and bacteriologist. Born in Basel, Switzerland, he studied at the Universities

(*Continued on page* 4)

$2,804,040 Spent By Variety Clubs On Tent Projects

DALLAS, March 24.—Variety Clubs' tents spent a total of $2,804,040 in aiding over 497,265 individuals during the last year, it was revealed at the international convention here. Spotlighting the list in philanthropic expenditures were New York with $50,000 for its epilepsy clinic; Philadelphia, $235,000 for its camp for handicapped children; London, $48,000 mostly for schools for blind children; Boston, over $400,000 for its "Jimmy" fund, and Toronto, approximately $70,000 for its vocational school for handicapped children.

The tents pledged a total of $2,880,000 to be raised and spent this year in continuing their projects.

Exhibitor Leaders Join UA Committee

Among the first theatre executives to accept posts on the honorary committee for the United Artists 35th anniversary testimonial dinner to be sponsored by the Variety Club, Tent 13, in Philadelphia on May 5, are Leonard H. Goldenson, Martin J. Mullin, John H. Harris, Elmore D. Heinz, Ben Amsterdam, Sam Roth and W. C. Hunt, it was announced yesterday by Jay Emanuel, chairman of the dinner committee.

Goldenson is president of American Broadcasting - Paramount Theatres,

(*Continued on page* 4)

Expect 46,800,000 'Oscar' Air Audience

An estimated 46,800,000 viewers and listeners will see and hear through radio and television facilities of the National Broadcasting Co. the 26th annual "Oscar" presentations by the Academy of Motion Picture Arts and Sciences at the Hollywood Pantages Theatre and the Center Theatre in New York tonight.

This second telecast, the first having taken place last place, is expected

(*Continued on page* 4)

Defines Para. Sound Policy

Installation of Perspecta stereophonic sound equipment was recommended here yesterday by Barney Balaban, president of Paramount Pictures, for those theatre owners who are "good housekeepers."

Balaban, interviewed following the announcement that Paramount has joined M-G-M in adopting the Perspecta sound system, reiterated that the installation of Perspecta sound is optional. Theatres, with or without the sound equipment, will be furnished with prints, he explained. He added, however, that "if I were an exhibitor and wanted to do a good housekeeping job, I would install the system with my large screen."

Balaban said that Paramount selected the Perspecta system in an effort to move towards

(*Continued on page* 5)

Para. Screens First Of Featurette Series

Paramount yesterday screened the first three releases of its new 27-minute featurettes series, designed to serve as a second feature in dual bill situations and as an added attraction for single-picture policies. Titled "Calling Scotland Yard," each episode is a complete story in itself, with Paul Douglas serving as narrator. The series was filmed in England by Edward J. and Harry Lee Danziger.

Judging by the pictures shown here

(*Continued on page* 5)

Favors Theatres

House, Senate Will Confer on Tax Measure

Bill Amended in Senate; Film Section Unchanged

By J. A. OTTEN

WASHINGTON, March 24.—A House-Senate conference on the excise tax bill became a certainty today when the Senate adopted an amendment to cut the tax on household appliances.

There had been considerable speculation that the House might accept the Senate version of the excise bill without a conference if no major amendments were adopted on the Senate floor to the version reported by the Finance Committee.

The Finance Committee bill exempts tickets costing 60 cents or less and

(*Continued on page* 4)

I.A. 'Draft Brewer' Committee Formed

HOLLYWOOD, March 24.—The movement to run Roy M. Brewer against the incumbent Richard F. Walsh for the presidency of the I. A. T. S. E. picked up headway today with the announcement by Harry Shiffman, business agent for

(*Continued on page* 4)

Exhibitor Attendance Down

Finds Super Panatar Lens Show 'Very Satisfactory'

By MURRAY HOROWITZ

A very satisfactory demonstration of the Super Panatar variable anamorphic lens was held here yesterday at the RKO 86th Street Theatre. The demonstration, which came just two days after the Eastern unveiling of the SuperScope variable lens, failed to draw as many exhibitors and industry executives as Monday's SuperScope show.

Utilized for the demonstration were a M-G-M cartoon short, clips from a Metro travelogue and reels of "Knights of the Round Table," the M-G-M CinemaScope production. The cartoon, which was projected from a regular print through the Super Pan-

(*Continued on page* 4)

Fjastad Music Dept. Head at Paramount

HOLLYWOOD, March 24.—Roy Fjastad today was named by Y. Frank Freeman to head the Paramount studio music department, succeeding Louis R. Lipstone, who died last week.

Fjastad was Lipstone's assistant for the past 25 years.

COUNCILS BACK CODE AUTHORITY

The newly formed Federation of Motion Picture Councils, representing 50,000,000 Americans, voted its encouragement and support of the Motion Picture Association of America "in its program of voluntary self-regulation" at its closing meeting at the Hotel Gotham here yesterday.

In a resolution adopted by the Federation its "confidence" was expressed also "in the ability and experience of the board of directors of the MPAA to determine if and when changes in the Production and Advertising Codes are desirable to meet changes in public taste."

Additionally, the organization flatly opposed legal censorship of motion pictures as "un-American in principle."

Personal Mention

BEN GOETZ, head of M-G-M production activities in England, will return to New York from the Coast on Saturday.

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NICK CIRILLO, formerly of the RKO Radio exchange in New Haven, has been named chief shipper for Republic Pictures in that city, replacing AL SMITH, who has resigned.

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ANTHONY FRIEDMAN, Allied Artists film editor, has been removed from Cedars of Lebanon Hospital, Hollywood, to the Motion Picture Country Home for Convalescence.

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LOREN L. RYDER, head of engineering and recording at the Paramount studios, has returned to Hollywood from New York.

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EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Detroit from New York.

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MORRIS KEPPNER, partner in the Burnside Theatre Corp., East Hartford, has returned to Hartford from New York.

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ROBERT M. SAVINI, president of Astor Pictures, is in Islamorada, Fla., from New York.

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HARRY BALK, of the Allied Artists Los Angeles exchange, has left there for Phoenix and other Arizona cities.

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P. F. SHAVE and MRS. SHAVE are the new owners of the Rose Theatre, Hainesville, Ga.

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BERNARD WOOLNER, president of Woolner Theatres, New Orleans, has left there for Hollywood.

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HENRY HATHAWAY, director, has left New York for Europe.

SBC 'Official' Report Will Be Filed Today

WASHINGTON, March 24.—The Senate Small Business Committee will file its "official" annual report tomorrow, and some of the remarks affecting the film industry will be different from an earlier version, according to Sen. Andrew F. Schoeppel (R., Kans.).

Schoeppel would not say how the new version would differ, but other sources indicated that the earlier criticism of the distributors and the Justice Department might be toned down. For example, it was reported that the new version eliminates a sentence in the earlier report which indicated that the pre-release practice violated "the spirit if not the letter" of the Paramount consent judgments.

Schoeppel, who headed the subcommittee which conducted last year's investigation of film industry trade practices, maintained that the earlier version released last week was merely a staff report, and had not been officially approved by the committee.

MRS. DAWSON RECOMMENDS FREE ENTRY OF CHILDREN'S FILMS

Hollywood pictures especially suitable for children should be permitted free entry into countries which now impose import limitations. This was one of a number of recommendations detailed in a report submitted by Marjorie G. Dawson, director of the National Children's Film Library Committee, to the United Nations Educational and Scientific Organization.

The report was solicited by UNESCO in conjunction with its inquiry into the possibility of creating a world film center designed to encourage the showing in all countries of the best in entertainment and educational films from all film-producing nations.

Mrs. Dawson, who is also associate director of community relations of Motion Picture Association of America, presented the highlights of her reply to the UNESCO questionnaire in a talk, "Movies and Children," which she delivered yesterday before delegates of the Federation of Motion Picture Councils during the final sessions of a three-day annual conference this week at the Gotham Hotel here.

Mrs. Dawson said that U. S. cooperation in the international distribution of select entertainment films for children would be spurred if nations abroad granted special licenses to such films outside of the established quota restrictions. "Because of the sharp numerical limitations imposed by some countries on the import of U. S. films," she said, "American companies understandably confine their shipments largely to pictures of broad and general appeal. Many Hollywood films of expectional value to children are therefore prevented by quota barriers from going broad."

In response to a UNESCO question on censorship of films for children, Mrs. Dawson remarked that the relatively few state and local censor boards which operate in this country "have proved, to a dismaying extent, the futility of political dictation."

"The rulings of the various censorship boards have agreed only in their disagreement," she added. "Films censored in Ohio pass freely in New York. Rarely do censor boards make the same deletions in the same film."

"Parental guidance in the choice of films for children," she observed, "is the democratic answer to censorship. The voluntary and constructive work of the Film Estimate Board of National Organizations in classifying films is a valuable aid to millions of American families in selecting films for the younger movie fans."

Crosby Video Tape Ready For Use

Video tape recording—putting television pictures on magnetic tape for delayed broadcast—is a commercial reality, it was revealed yesterday by John T. Mullin, chief engineer of the Electronics Division of Bing Crosby Enterprises, at the national convention of the Institute of Radio Engineers at the Kingsbridge Armory in the Bronx here.

Speaking at a forum, Mullin asserted that Crosby Enterprises is now ready to produce instruments for video tape recording for limited military use.

Range Extended

Mullin did not disclose how the military could use the new device, but prior to the accomplishment of video recording, available tape recording equipment could not record beyond 100 kilocycles (0.1 megacycles). The Crosby VTR extends the range of frequencies well into the megacycle region, up into millions of cycles, he said.

In its ultimately developed state, Mullin said, VTR can replace any photographic picture method. Tape copies can be simultaneously reproduced from a master in any quantity desired, he added.

Fla. April Meeting

JACKSONVILLE, March 24.—The Motion Picture Exhibitors of Florida will hold its second in a series of spring regional meetings sometime in April in Miami.

Judge Upholds Decca Board in Lloyd Case

The petition of George L. Lloyd, ousted Decca Records director, against the management of the company has been denied by Judge Morris Eder of the New York Supreme Court and the case has been turned over by the judge to a referee to determine whether Lloyd made his charges in good faith. Judge Eder will render a decision on this second aspect of the case following the referee's report.

Lloyd had maintained that his discharge from the board of directors was illegal and had charged Decca's president, Milton R. Rackmil, with being "a one-third, part-time president." The board has strongly defended Rackmil, and accused Lloyd of trying to take over the company.

DuMont Requests Boston TV Station

WASHINGTON, March 24.—Allen B. DuMont Laboratories has applied for a television station in Boston. It already has stations in New York, Washington and Pittsburgh.

'Safari' Opens In April

"Champagne Safari," a colorfilm record of the Rita Hayworth-Prince Aly Khan honeymoon, will have its world premiere next month at the Fox West Coast Cinema Theatre, San Francisco, it was announced here this week by Herbert Bregstein, president of Defense Film Corp., which owns the world rights.

Federation Elects Mrs. Williams as First President

Mrs. Max M. Williams of Royal Oak, Mich., was elected first president of the new Federation of Motion Picture Councils, which was formed during a three-day meeting at the Hotel Gotham here this week.

The election, held at the closing session yesterday, resulted in the naming of these additional officers: Mrs. Arretus Burt of St. Louis, first vice-president; Mrs. Edward Hass of Springfield, Mass., second vice-president; Mrs. W. Lashley Nelson, Jr., of Philadelphia, recording secretary; and Mrs. Phillip A. Ley of Youngstown, Ohio, treasurer.

The object of uniting, according to the Federation's constitution, is to "strengthen the work of members by furthering their interests and by supplying enlightenment on general motion picture problems through mutual interchange of ideas and experience."

Speakers on the final day of the conference were Paul Terry, originator and producer of "Terrytoons"; Marjorie G. Dawson, associate director of the Motion Picture Association of America's community relations department, who spoke on "Children and Movies"; and Herbert Barnett, president of the Society of Motion Picture and Television Engineers, and vice president of Cinerama Corp., whose topic was "The Impact of New Techniques on the Pattern of Tomorrow's Entertainment."

Chromatic Expands, Realigns Executives

Chromatic Television Laboratories, Inc., Paramount Pictures affiliate developing and licensing the Lawrence color TV tube, has completed plans for expansion of production and, in line with this expansion, has realigned the duties of several executives. Chromatic, owned 50 per cent by Paramount, maintains laboratories in New York and Oakland, Cal., as well as a manufacturing plant in Emeryville, Cal.

Production of color TV tubes, originally set at 25,000 for 1954, will be increased drastically, according to present plans. Morgan A. Gunst, who has been with Chromatic since the formation of the company, has been named product manager, while Earl Sargent, formerly of the Oakland laboratory, has been placed in charge of manufacturing at the Emeryville plant. Louis Silverman will join Sargent at Emeryville as chief manufacturing engineer.

Edward J. Davenport, for the past eight years with National Union Radio Corp., has joined Chromatic as chief commercial engineer.

Benograph Dissolved

Associated Screen News, Ltd., of Canada will dissolve its Benograph division on March 31, the company has announced. The company is shutting down this division, which conducted equipment merchandising functions and operated film libraries, in order to concentrate on film-making and laboratory services.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Which little girl will make it?

All else being equal, she'll be the one on the film which was more carefully selected and processed.

Unless film and handling are technically compatible, skin tones fade and features become wan and haggard—dull and lack-luster. Important this beauty care in the days of black and white . . . vital now *with color.*

To co-operate with the industry in helping solve questions of film selection, processing, and projection, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.



Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	Midwest Division	West Coast Division
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 2, Illinois	Hollywood 38, California

'Oscars'

(Continued from page 1)

to have no effect on theatre business along the Eastern coast as the ceremonies will be aired from 10:30 P.M. to 12 midnight EST.

However, business in Midwestern and Western houses, may experience a drop, for the telecast begins at the peak of theatre hours.

NBC officials announced that 106 TV outlets will carry the program to some 43,000,000 viewers while 195 NBC radio stations out of the network's 211 will enable some 3,800,000 to tune in. The Academy show is also being beamed to the Armed Forces through the Armed Forces Radio Services.

Price Said to Be $115,000

At an over-all approximate cost of $300,000 to the Oldsmobile division of General Motors, the Academy Awards presentations is expected to draw a huge crowd of celebrities from pictures, radio, television, theatre, etc., to the Center Theatre here for the simulcast. It was said that NBC purchased the airing rights from the Academy for around $115,000.

Nominees for awards who will attend the New York ceremonies are Deborah Kerr, Marlon Brando, Charles Walters, Brandon DeWilde, Jack Palance, Audrey Hepburn, Maggi McNamara, Thelma Ritter, Boris Vermont, Geraldine Page, Ray Ashley, Morris Engel, Bruce Orkim, it was announced by NBC.

Mitchell Leisen to Direct

Charles Brackett, Academy president since 1949, will be on the Hollywood dais along with Mitchell Leisen, general director for the program. Donald O'Connor will emcee the West Coast proceedings while Fredric March will do likewise in New York.

The presentations which have been handled for, and as a normal television production, will have a producer-director team at each end. William Kayden and William Bennington will handle the Hollywood side while George McGarrett and E. Grey Lockwood will be their Eastern counterparts. Music will be furnished by a 36-piece orchestra conducted by Andre Previn. Commercials will originate from NBC in Burbank.

Skouras to Sponsor Red Cross Luncheon

Spyros Skouras will give a luncheon in the interest of the Red Cross for the industry at the Metropolitan Club on Tuesday. E. Roland Harriman, national chairman of the Red Cross; George H. Coppers, city campaign chairman, a Red Cross liaison officer just returned from Korea, and Miss Phyllis Hill, of the current Broadway show, "The Fifth Season," will be among those present.

Va. MPTA Defers Conclave to June

RICHMOND, Va., March 24. —Leonard Gordon, president of the Virginia Motion Picture Theatre Association, announced today that the convention originally planned for May 25-27 has now been changed to June 8-10 at the Chamberlin Hotel, Old Point Comfort.

Super Panatar 'Satisfactory'

(Continued from page 1)

atar lens, showed up fine on the screen in CinemaScope proportions. The only apparent effect was to make "Tom" and "Jerry," the cartoon characters, stouter. However, the use of the regular travelogue print and projecting it in CinemaScope proportions had some ludicrous results, with things flattened out of proportion.

Robert E. Gottschalk, who developed the Super Panatar lens, acting as commentator for the show, said that the travelogue was shown in CinemaScope proportions to demonstrate the limitations of what a lens alone can do. In sequences of "Knights of the Round Table" some of the scenes appeared sharper, with better color definition than others.

Gottschalk, emphasizing his support of CinemaScope screen proportions, told the estimated audience of 200 that they should not be misled, that the aspect ratio of CinemaScope comes closer to normal eye vision than any other. In addition, he added, CinemaScope represents the greatest departure from home television.

At a press conference following the demonstration, Gottschalk disclosed that the quoted price of $1,100 a pair for his lenses will be reduced shortly. He declined to state the amount of the reduction. The Super Panatar lens, he added, will be distributed by the Radiant Manufacturing Co. The lens is being manufactured by the William I. Mann Co., of California, he added. "We will have lenses rolling in two weeks and in another month we will produce a total of 50 lenses a day," he stated.

Variability Mentioned

Gottschalk called the regular CinemaScope lenses of Bausch & Lomb and Bell and Howell "fine lenses." His lens offers the added quality of variability, he said, adding the claim of better color definition. He acknowledged that his lens was similar to the Tushinsky SuperScope lens, but again claimed superiority for Super Panatar. Aspect ratio variability, however, was not stressed by Gottschalk either at the demonstration or the press conference. He stressed the role of his lens for current CinemaScope productions and pictures in that medium which, he said, are being made in ever increasing numbers. The variable aspect ratio of his lens, he explained, ranged from "a little under 1.33 to 1 to 2.66 to 1."

Has Deal with Columbia

The inventor said he is now working with Columbia Pictures on an optical anamorphic printing process to change regular prints into anamorphic ones and vice versa. Asked to detail his deal with Columbia, Gottschalk declined, saying that the Columbia association is "unique," explaining that Columbia has helped in the development of the Super Panatar lens. He said he is also working in association with the Metro studio. Loew's International, he disclosed, has ordered 39 pairs of the Super Panatar lens.

For good CinemaScope projection, Gottschalk advised exhibitors, a top-notch regular objective lens should be utilized. He claimed it is no longer necessary to curve new wide screens in theatres for CinemaScope projection. He said that he is now working on a new "revolutionary" anamorphic taking lens.

Gottschalk said he recommended anamorphic photography of CinemaScope pictures, in whole or in part, explaining that it may prove successful to increase the anamorphic quality through optical printing of CinemaScope pictures.

Earl I. Sponable, 20th Century-Fox research director, attended the demonstration, but declined comment. However, it is understood that 20th-Fox will take a similar position with the Super Panatar lens that it did with the Tushinsky SuperScope lens and that is, 20th-Fox has no objections to these non-regular CinemaScope lenses if the exhibitor finds them adequate.

'Draft Brewer'

(Continued from page 1)

Local 789, Cinetechnicians, that he has been elected to head a committee to promote a "Draft Brewer" campaign. Shiffman said the committee has 25 members here and in surrounding towns, declaring, "We in Hollywood realize for the first time that we have a man who really understands Hollywood. He can bring about the integration of Hollywood locals into I. A. T. S. E., something which has never really been attempted by a previous administration."

Brewer, who resigned as international representative for the I. A. T. S. E. after a disagreement with Walsh regarding alliance policy here, has said he will observe a "wait and see" attitude toward the campaign now in progress.

Tenn. House to Close

CHATTANOOGA, Tenn., March 24.—Fox Theatre site and building in Red Banks has been bought by Red Food Stores, which has announced that operation of the theater will be continued for the present.

Dr. Meyer

(Continued from page 1)

of Zurich, Bern, Munich, Berlin and Paris. He came to the United States in 1910. Since 1924, Doctor Meyer has been a director of the Hooper Foundation and has lectured at most of the major American universities. He also has been a consultant to state and Federal public health agencies in the United States.

Wednesday's sessions of the convention concluded with a frontier festival which was held at the Dallas Fair Grounds for the 500 delegates and their families, with the Pepsi-Cola Company acting as host.

Tenn. Drive-in Sold

TULLAHOMA, Tenn., March 24. —Plaza Drive-In Theater has been purchased from Plaza Amusement Co. by Mid-Tennessee Amusement Co. Inc., Tullahoma, owners of seven other drive-ins in Tullahoma, McMinnville, Winchester, Sparta and Dayton. The Plaza, after being closed all winter, will be reopened soon, according to Mrs. R. T. Hill, president of Mid-Tennessee.

Tax Confab

(Continued from page 1)

reduces the tax from 20 per cent to 10 per cent on the more expensive tickets. If the House had accepted the Senate version without a conference, it would have been a major victory for the film industry, since the House bill merely reduces the tax to 10 per cent in all cases. Adoption of the household appliance amendment, which would lose the Treasury about $100,000,000 a year, makes a conference certain, and thus reopens the question of what finally happens to the admission tax.

The conferees could take the House bill, the Senate bill, or some compromise in between.

The Senate began debate on the excise bill today, and hopes to finish tomorrow or Friday. There is no sign of any move to change on the floor the Finance Committee provision on the admissions tax, and all indications are this will be in the bill that finally passes the Senate.

Opening debate on the measure, the Finance Committee chairman Millikin (R., Col.) said the committee decision to exempt lower-priced theatre tickets was "due in large measure to the present plight of motion picture theatres." He said this was particularly aimed at helping small town theatres, many of which now are being forced to close because of falling attendance.

Millikin emphasized that motion picture theatres are not readily adaptable to other businesses, and that when a theatre closes, the property has to be disposed of at a heavy loss.

UA Committee

(Continued from page 1)

Inc.; Mullin is president of New England Theatres, Inc., in Boston; Harris is president of Harris Amusement Companies in Pittsburgh; Heinz is president of National Theatres Corp. in Roanoke, Va.; Amsterdam is president of Atlantic Theatres, Inc., in New Jersey; Roth is president of Roth Theatre Circuit in Washington, and Hunt is president of Hunt's Theatres in New Jersey.

The UA testimonial dinner, which will be held in the Bellevue-Stratford Hotel, will be attended by hundreds of screen and stage stars and leaders of the film industry. An entertainment program is currently being finalized.

In addition, veteran members of the motion picture industry will pay tribute to the achievements of United Artists in the 35 years since the founding of the company on April 17, 1919.

The Variety Club dinner in Philadelphia is part of a global series of celebrations commemorating United Artists' 35th anniversary.

Broidy Adds Four to Production Staff

William F. Broidy has announced the addition of four new members to the staff of his producing company in line with his plans to expand production this year. They are Jo Pagano, Pat Betz, Murray Alper and Don Schiff.

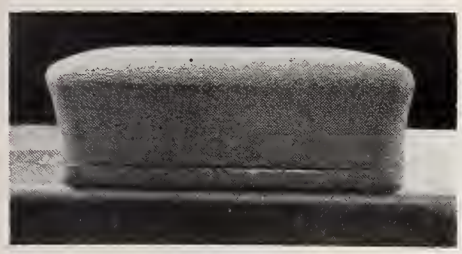
Pagano, a former screen writer, will serve as Broidy's executive assistant in charge of creative material. Betz and Alper will be assistant story editors, while Schiff will function as second assistant director for forthcoming Broidy pictures.

In the THEATRE Equipment World . . .

. . *with RAY GALLO*

"MIRRO-CLARIC" is the name of a new metallic-surfaced screen marketed by the S. O. S. Cinema Supply Corp., New York. Available in a variety of sizes, the screen is in effect "seamless," the announcement states. In addition, S. O. S. has wooden screen frames for either curved or flat erection. In a "package" deal the company is offering, are included a new screen, Kollmorgen "SuperSnaplite" short focal length lenses, and wide ratio apertures. Frames and masking are optional with this offer.

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Heywood-Wakefield Co., Menominee, Mich., has two new seating cushions for its line of theatre auditorium chairs, including the "Sit-in" (above). Of coil spring construction, it eliminates the high crown in the center of the seat, with the flat top designed to permit the patron to sit into the cushion deeply instead of "floating" on top. The other cushion, the "Contour," is of foam rubber and designed to conform to the contours of the occupant's body as he sits down and also as he shifts his weight or position.

•

Rimless 3D glasses, with a larger viewing area than previous models, have been placed in production by Depth Viewers, Inc., Cincinnati. Designed for viewing 3D films on wide-screens, the glasses (Model DV10-A) are made of a new rigid "Polacoat-Polarized" plastic film. They have colored metal temple bars both to hold the lenses in place and the glasses to the wearer's head.

•

Jules Nowell has been named assistant national sales manager for the Fountain Flavor Division of the Dad's Root Beer Co., Chicago. Having more than a score of years' experience in food and beverage merchandising, Nowell will seek to improve and extend Dad's decentralized packing operations and promote the national sale of "Dad's Root Beer" and "Frutaste" fountain syrups and concentrates as well as the company's beverage dispensers.

•

A portable coin counter that folds compactly, weighs only 14½ pounds and is equipped with a carrying handle, has been marketed by the Klopp Engineering, Inc., Livonia, Mich. The unit counts pennies, nickels, dimes and quarters and packages them for bank deposit automatically.

Review

"The Iron Glove"

(Columbia)

OLD time rivalries for the English crown again provide the substance for another lavish, adventure film with a historical base. Though the plot is rather routine, "The Iron Glove," in color by Technicolor still has enough of the solid ingredients of action, intrigue and romance to pack a wallop.

Robert Stack, as an Irish captain, has quite a time in defending James Stapley, as Prince James III and pretender to the throne, against the wiles of Stanley's enemies, Leslie Bradley and Oscar Waldies. Employing Ursula Theiss as a spy, Bradley and Waldies try several times to do away with the prince, but Stack uses his quick fists and even quicker sword, to stave off the attempts. Miss Theiss finds her loyalties beginning to waver when she falls in love with Stack, but she is forced to help out in a plot to capture a princess whom Stapley plans to marry. Stack succeeds in a dare-devil attempt to free the princess and during the ensuing fray, Miss Theiss comes to his aid and thus absolves herself.

Costumes and decor are good in this film which has scenes in England, Paris and Austria in the early 18th Century. Stack's dexterity in acrobatics and fencing make the fight scenes more exciting than usual and Miss Theiss, though a bit stiff in her acting, manages to be a suitably desirable heroine.

Sam Katzman produced and William Castle directed from a screenplay by Jesse L. Lasky, Jr., DeVallon Scott, and Douglas Heyes.

Running time, 77 minutes. General classification. For April release.

Italy Confirms Red Curb in Pictures

ROME, March 24. — The Italian government has given what amounts to official confirmation of the reports that it would take firm measures in curbing Communist influence in the Italian film industry. According to the semi-official news agency ARI, "a government spokesman made clear that all monopoly of communists and their allies in motion pictures to be decisively broken in the near future."

This is the first time that the government has openly charged the country's film industry with being Communist-dominated. The steps which the government will take to change this situation are believed to be restraints against film and other export companies which trade with Eastern Europe and pay a percentage of their profits to the Italian Communist Party and the handing over to the public domain of all former Fascist real estate that the communists have occupied. This includes 85 motion picture theatres.

Certain Companies Suspected

Action also seems likely to be taken against certain film companies that are suspected of functioning mainly as profit-making agencies of the Communist party. Controls designed to make it extremely difficult for Communist propaganda to be injected into any film that is subsidized by the government are also expected.

Awards for Cooper

DETROIT, March 24.—Merian C. Cooper, co-producer and co-director of "This Is Cinerama," helped celebrate his film's first anniversary at the Music Hall here and received awards from the Downtown Lion's Club, the Detroit Common Council, and Wayne University. Lester Isaac, director of theatre operations for Cinerama, was honored by the city's Motion Picture Council.

Harry Buck Promoted

The Shea circuit has announced the promotion of Harry Buck, assistant to Fulton Theatre manager Bernie Hickey, to the managership of its State and Ohio Theatres in Conneaut, O. Lee McFerrin will take over Buck's former post. Bob Lindbaugh has been designated assistant to Vance Minton in Erie, Pa.

Estimate Lower Cost For Drive-in Stereo

The cost of equipping drive-in theatres for stereophonic CinemaScope sound may be far less than original estimates indicated, Jim Mahon, theatre equipment sales manager for the Ampex Corp., has announced.

Booth equipment for a typical 500-car theatre will run about $3,725, Mahon said. To this must be added the cost of individual speakers and the necessary additional wiring. While Ampex has not placed a price tag on its new stereophonic automobile speaker, he indicated that the cost will probably be in the vicinity of $12 a unit.

The $3,725 price tag covers all soundheads, amplifiers and associated equipment for a 120-watt system, providing ample power to drive 500 speakers, he said. Price will, of course, vary with the size of the situation, he added.

Following a demonstration in New York last week, Mahon estimated installation costs at $25,000 for a 500-car drive-in.

Legion Reviews 14, Calls 11 'A', 3 'B'

The latest listing of the National Legion of Decency categorizes 14 films, 3 as Class B and 11 as Class A. In Class B are "About Mrs. Leslie," "Beauties of the Night" and "Duffy of San Quentin."

Seven pictures have been placed in Class A, Section 2: "Casanova's Big Night," "The Mad Magician," "The Miami Story," "My Heart Sings," "Night People," "Phantom of the Rue Morgue" and "Prisoner of War."

The remaining four films, all in Class A, Section 1, are "Rose Marie," "Racing Blood," "The Iron Glove" and "Go, Man, Go."

'Pitkin Salute' Set For April 1-17

HARTFORD, March 24.—A "Salute to Barney Pitkin" is planned for April 1-17 in honor of the RKO Connecticut exchange manager who recently underwent an arm amputation in New York.

Showmen throughout Connecticut are being asked to show RKO product during the designated period.

Para. Policy

(Continued from page 1)

standardization. He explained that Paramount made its decision on the basis of Metro's study of the Perspecta sound system, a system, according to Balaban, which is simple and cheap. Full details of the system and its costs to exhibitors are contained in Tuesday's edition of "Motion Picture Daily."

Regarding the Tushinsky SuperScope lens, Balaban again expressed his enthusiasm for it. Commenting on Paramount's plans for "Elephant Walk," Balaban explained that he has requested the studio to make tests to see whether the conventionally-made picture can be effectively converted by optical printing to an anamorphic wide screen print. Balaban emphasized that the test would have to show very strong positive results. "I want nothing to detract from the impact of Paramount's VistaVision process when it is unveiled," Balaban explained. A minor improvement would be insufficient to go ahead with optical printing on the picture, he added.

Demonstration Here Is Planned

Paramount's VistaVision demonstration, Balaban continued, will be staged shortly in New York, adding that the date and the theatre will be announced soon. The Paramount president, attempting to clear up some of the confusion in the trade, emphasized that VistaVision is something complete and apart from Tushinsky's SuperScope system. The SuperScope system, he explained, may be utilized in conjunction with VistaVision, but VistaVision is a complete system in and of itself.

All pictures at the studio, Balaban went on, are being shot in the VistaVision ratio of 1.85 to 1, but, he added, studio tests indicate that these pictures, with or without a SuperScope lens, can be played in an aspect ratio of as high as 2 to 1.

Featurettes

(Continued from page 1)

yesterday, the series should achieve their purpose. With the addition of one or two short subjects, twin-bill theatres should be able to satisfy their customers with a program of the usual running time in such houses. There is plenty of action and suspense to hold the patrons' interest, although the lighting in some sequences appears to be more subdued than necessary. Some may find the dialogue a bit "too British," although it does not distract from the entertainment value.

No TV Plans, Says Morgan

Because of their 27-minute lengths, it appears obvious that the series easily could be channeled to television, although Oscar Morgan, Paramount's short subjects sales manager, denied the intent. Morgan said that exhibitors could book the series or select individual units.

L. D.

FILMACK
Service Is Quick Like A Bunny
Trailers When You Need Them
Trailers Famous For Quality
1327 S. Wabash Ave. CHICAGO 5, ILLINOIS
630 NINTH AVENUE NEW YORK 36, N.Y.

For Easter...
20th unfurls the BANNER of
CINEMASCOPE GLORY!



Prince Valiant

Color by TECHNICOLOR

In the wonder of STEREOPHONIC SOUND

20th Century-Fox presents "**PRINCE VALIANT**" starring JAMES MASON
JANET LEIGH • ROBERT WAGNER • DEBRA PAGET • STERLING HAYDEN
Produced by ROBERT L. JACKS • Directed by HENRY HATHAWAY •
Screen play by DUDLEY NICHOLS • Color by TECHNICOLOR • Based
on King Features Syndicate's "Prince Valiant" by Harold Foster

A limited number of prints will be available for Easter engagements of the finest CinemaScope presentation yet offered. It is suggested you immediately contact your 20th Century-Fox branch manager.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 58 NEW YORK, U. S. A., FRIDAY, MARCH 26, 1954 TEN CENTS

S.B.C. Repeats:

Films Rentals Should Not Be Arbitrated

Lauds Plan to Hold New Arbitration Conference

WASHINGTON, March 25.—The Senate Small Business Committee reiterated its last year's statement that film rentals are not a proper subject for arbitration, and endorsed the industry's decision to go ahead and try to work out an arbitration system despite Allied States Association's refusal to take part.

This was contained in the official version of the committee's 1953 annual report, filed in the Senate today. It was omitted from an earlier version which had been released by the committee as the official committee report, but which turned out to have been a staff report, not fully concurred in by Sen. Schoeppel (R.,

(*Continued on page 6*)

AB-PT 1953 Profit Hits $8,996,000

In his annual report to stockholders released yesterday, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., reported consolidated net profit of $8,996,000, including $4,480,000 from operations and $4,516,000 from capital gains. After deducting preferred dividends, earnings were equal to $2.14 per share common, of which $1 was from operations and $1.14 from capital gains. Capital gains were principally due to the sale of television station WBKB in Chicago.

A financial comparison with last year was made on a pro forma basis adjusted to reflect the changes, corporate and otherwise, as a result of

(*Continued on page 2*)

UA Executives Hold Anniversary Parley

A five-day "35th anniversary conference" of United Artists leaders will be held in the company's New York office from Monday through Friday.

The conference, to be attended by executives representing all phases of the company's world-wide operations, will review the progress of United Artists and will chart company policy for the future.

President Arthur B. Krim and board chairman Robert S. Benjamin

(*Continued on page 2*)

Academy Awards for 1953

BEST PICTURE

"From Here to Eternity," Columbia, Buddy Adler, producer.

BEST PERFORMANCES

***Actor*—William Holden in "Stalag 17," Paramount.**
***Actress*—Audrey Hepburn in "Roman Holiday," Paramount.**
***Supporting Actor*—Frank Sinatra in "From Here to Eternity," Columbia.**
***Supporting Actress*—Donna Reed in "From Here to Eternity," Columbia.**

BEST DIRECTION

"From Here to Eternity," Columbia. Fred Zinnemann.

BEST WRITING

***Story*—"Roman Holiday," Paramount. Ian McLellan Hunter.**
***Screenplay*—"From Here to Eternity," Columbia. Daniel Taradash.**
***Story and Screenplay* — "Titanic," 20th Century-Fox. Charles Brackett, Walter Reisch and Richard Breen.**

BEST ART DIRECTION

***Black-and-White*—"Julius Caesar," M-G-M. Cedric Gibbons and Edward Carfagno.**
***Color*—"The Robe," 20th Century Fox. Lyle Wheeler and Georg W. Davis.**

BEST CINEMATOGRAPHY

***Black-and-White*—"From Here to Eternity," Columbia. Burnett Guffey.**
***Color*—"Shane," Paramount. Lloyd Griggs.**

BEST COSTUME DESIGNS

***Black-and-White*—"Roman Holiday," Paramount. Edith Head.**
***Color*—"The Robe," 20th Century-Fox. Charles LeMaire and Emile Santiago.**

BEST FILM EDITING

"From Here to Eternity," Columbia. William Lyon.

BEST SOUND

"From Here to Eternity," Columbia. John R. Livadary.

BEST MUSICAL ACHIEVEMENTS

***Scoring of a Musical*—"Call Me Madam," 20th Century-Fox. Alfred Newman.**
***Dramatic or Comedy Film Score*—"Lili," M-G-M. Bronislau Kaper.**
***Song*—"Secret Love," from "Calamity Jane," Warner Bros.. Music by Sammy Fain. Lyrics by Paul Francis Webster.**

BEST SHORT SUBJECTS

***Cartoon*—"Toot, Whistle, Plunk and Boom," Walt Disney Productions. Buena Vista.**
***One-Reel*—"The Merry Wives of Windsor Overture," M-G-M. Johnny Green, producer.**
***Two-Reel*—"Bear Country," Walt Disney Productions, RKO Radio.**

BEST DOCUMENTARIES

***Short Subjects*—"The Alaskan Eskimo,' Walt Disney Productions, RKO Radio.**
***Feature*—"The Living Desert," Walt Disney Productions. Buena Vista Distribution Co. Walt Disney, producer.**

SPECIAL AWARDS

Irving G. Thalberg Memorial Award: To George Stevens.
Special Honorary Awards:
To Joseph I. Breen for his administration of the Production Code.
To 20th Century-Fox for CinemaScope.
To Pete Smith.
To Bell & Howell Co. for its years of service to the industry.

To 'Ike' Wed.

Tax Bill Ok'd In Senate; Goes To Conference

Indications Are President Will Sign the Measure

By J. A. OTTEN

WASHINGTON, March 25.—The Senate today, by a 76 to 8 vote, passed the excise tax bill, exempting from tax all film theatre admissions of 60 cents or less and reducing the present 20 per cent federal tax to 10 per cent on tickets of 61 cents or more.

The measure now goes to conference with the House-passed bill, which reduces the tax to 10 per cent but contains no special exemption for lower-priced tickets. Both bills would make the changes effective April 1.

The Senate action assures a reduction in the tax to 10 per cent, and there is now at least a 50-50 chance for some exemption of lower-priced

(*Continued on page 2*)

Hoover Chief Barker Of Variety Clubs Int'l

By JAMES IVERS

DALLAS, March 25.—George Hoover, of Miami Tent 33, was elected chief barker of Variety Clubs International to succeed Jack Beresin of Philadelphia this afternoon at the closing business session of the Variety International convention.

Los Angeles was chosen as the 1955 convention city after a close contest with New York.

Other officers chosen were John H. Rowley, Dallas, first assistant chief barker; George Eby, Pittsburgh, second assistant chief barker; Jack Dumestre, Atlanta, dough guy; Ed

(*Continued on page 3*)

Stage Show Livens Academy-on-Air

HOLLYWOOD, March 25.—Fortified by last year's tremendously successful use of television, in addition to radio, press, shortwave and transcriptions, the Academy of Motion Picture Arts and Sciences stepped out tonight with stage effects, production numbers, also entertainment features of various kinds unattempted previously in the Academy's 26-year history.

With the weatherman doing a com-

(*Continued on page 3*)

Personal Mention

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will leave New York today for Paris on the first leg of an around-the-world trip.

•

BERNARD SAMMONS has been named manager of the Lyric Theatre, Dunnellon, Fla., replacing GORDON COOPER, who has been transferred to the Inverness Theatre, Inverness, Fla.

•

ARTHUR LIVINGSTONE, 20th Century-Fox Eastern and Canadian sales manager, has returned to New York following a three-week cruise to the West Indies.

•

HERMAN KING, of King Brothers Productions, and DAVID CANTOR, RKO Radio exploitation manager, left here yesterday for Philadelphia.

•

MRS. WILMA TOTTEN, of the "Motion Picture Herald" Round Table staff, will leave New York today for a vacation at Clearwater Beach, Fla.

•

J. F. MCCARTHY, Connecticut district manager for Stanley Warner Theatres, will leave Hartford next week for hospitalization in Boston.

•

EUGENE LERNER, of Kaufman-Lerner Associates' Rome office, will arrive in New York by plane today from Italy.

•

WILLIAM COLSON, manager of the Niagara Theatre, Buffalo, is the father of a boy born recently to MRS. COLSON.

•

ALBERT M. PICKUS, owner of the Stratford Theatre, Stratford, Conn., has returned there from New York.

•

WOLFE COHEN, president of Warner International Corp., has arrived in Rome from Zurich, Switzerland.

•

FOSTER BLAKE, Universal Pictures Western sales manager, will return here tomorrow from Seattle.

•

BARUCH DIENAR, Israeli film producer-director, has arrived in New York from Tel Aviv.

Industry Leaders to Gulf States Meet

EDGEWATER BEACH, Miss., March 25.—Among the industry leaders who have accepted Allied Theatre Owners of the Gulf States' invitation to speak at the annual convention to be held at the Edgewater Gulf Hotel here Sunday through Tuesday 28-30 are Max Youngstein, United Artists vice president; Mike Simens, M-G-M's exhibitor relations director; Robert Coyne, special counsel of the Council of Motion Picture Organizations, and Ben Marcus, national Allied president, of Milwaukee.

Abe Berenson, president of Gulf States Allied, said that social affairs including a seafood jamboree, a luncheon and a Gulf cruise and fishing trip on the yacht "Lysistrata" have been arranged for convention delegates.

Starr to Head QP Hollywood Office

Martin Starr has been appointed Hollywood manager, Quigley Publications (Motion Picture Herald, Motion Picture Daily, Motion Picture and Television Almanac and Fame). He is presently familiarizing himself with New York home office operations and will assume his post April 5 at the Hollywood Bureau, Yucca-Vine Building.



Martin Starr

Starr has just concluded a seven-year term of service with the Crosley Broadcasting Company as motion picture commentator and drama critic on Radio Station WINS where he conducted nightly a program dealing with motion pictures and industry and screen personalities.

He is a past president of Associated Motion Picture Advertisers and has had a varied experience in industry and daily newspaper journalism and as a popular magazine feature writer. Over the past two decades he has been active in motion picture industry affairs and has a wide acquaintanceship with industry personnel nationally and in Hollywood and New York.

3-Theatre Florida Debut for 'Lucky'

MIAMI, March 25.—A simultaneous three-theatre world premiere of Warner Bros.' forthcoming CinemaScope musical in WarnerColor, "Lucky Me," will be held at the Beach Theatre, Miami Beach; the Paramount here and the Gables in Coral Gables on Wednesday.

The mayors of the three resort areas have signified complete cooperation via wires inviting Warner Brothers to have the initial showing of the film here, since the story background is Miami, and much of the shorefront will be seen on CinemaScope screens.

Stars of the production will participate in special events being set up for premiere. Phil Silvers is now in Miami for advance newspaper, television, radio and disc jockey interviews in connection with premiere. Robert Cummings, Nancy Walker and Ray Heindorf, studio musical director, are en route to Miami for similar series of interviews.

Youngstein to Mexico After Gulf Meeting

After addressing the 1954 convention of the Allied Theatre Owners of the Gulf States, March 28-30, at Edgewater Park, Miss., Max E. Youngstein, United Artists vice-president, will fly to Mexico City to confer wiht the producers of "Apache" on promotion plans for the film.

The UA executive will discuss with Harold Hecht and Burt Lancaster preliminary promotional activities in behalf of "Vera Cruz," which is now before the cameras in Mexico. He will make a number of other addresses in connection with the anniversary.

Johnston to Paris On Film Negotiations

Eric Johnston, president of the Motion Picture Export Association, is due to leave New York for Paris at the weekend. It is understood that he will be accompanied by Griffith Johnson, MPEA vice-president, on the mission to seek to settle U. S.-Franco differences on a new pact.

Johnston, who may also go to London, while abroad, is expected to return here in about a week.

AB-PT Profit

(*Continued from page* 1)

the merger of American Broadcasting Co., Inc. (ABC) with United Paramount Theatres, Inc. (UPT) on February 9, 1953. On such a basis, the consolidated earnings for UPT and ABC for 1952 were $5,927,000 including $4,548,000 from operations and $1,379,000 from capital gains. In view of the changes in capital structure of the company, no comparative per share earnings were shown for 1952.

Goldenson said that theatre operating income and earnings for 1953 were higher on a theatre-by-theatre basis and over a comparable period of time than in 1952. Operating income of $114,926,000 was down slightly from 1952 due to the fact that the company had fewer theatres and the 1953 fiscal year had one less week of operations. Adjusting for theatres disposed of, income for comparable theatres increased from $112,172,000 to $113,823,000. The improved earnings not only reflected increased grosses, but also reduced operating costs except for film rentals, he said. Due largely to the continued shortage of pictures, film rentals increased in 1953 by an amount greater than the gain in theatre grosses. The advent of CinemaScope and other technological developments have done much to stimulate the public's interest in motion pictures, said Goldenson.

UA Executives

(*Continued from page* 1)

will head the list of those attending the conference. Among other corporate leaders who will be on hand during the conference are: William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; Seward I. Benjamin, secretary; A. E. Bollengier, treasurer; B. G. Kranze, general sales manager; Francis M. Winikus, national director of advertising, publicity and exploitation; Louis Lober, general manager of the foreign department; Milton E. Cohen, Eastern and Southern division manager; James Velde, Western division manager; Alfred H. Tamarin, assistant director of advertising, publicity and exploitation; Mort Nathanson, publicity manager; Roger Lewis, advertising manager; Mori Krushen, exploitation manager; Samuel Cohen, foreign publicity manager, and Fred Meyers, New York-Metropolitan district manager and circuit sales head.

Tax Bill

(*Continued from page* 1)

tickets, House-Senate conferees may meet today, but more likely will wait until Monday. The final bill must be at the White House by next Wednesday. The President is almost certain to sign the measure.

No attempt was made on the Senate floor to change the admissions tax relief proposed by the Senate Finance Committee, and, in fact, the provision was barely mentioned today.

A motion by Senator Douglas (D., Ill.), to cut in half the 10 per cent excise tax on radio and television sets was defeated 64 to 23.

A motion by Senator Byrd (D., Va.), to keep the cabaret tax at 20 per cent was agreed to by a standing vote. The House bill would cut the cabaret tax to 10 per cent.

One tribute to the success of the motion picture industry's job in selling Congress on the need for admission tax relief came in an amendment proposed by Senators Williams (R., Del.) and Byrd, the Senate's two leading advocates of a balanced budget. They offered a motion to strike from the bill all proposed excise cuts—except those on admissions. They explained that the reason they excepted admissions was that the Treasury had said some relief was necessary in this field and because Congress voted last year to repeal the tax completely. The Byrd-Williams amendment was defeated 54 to 34.

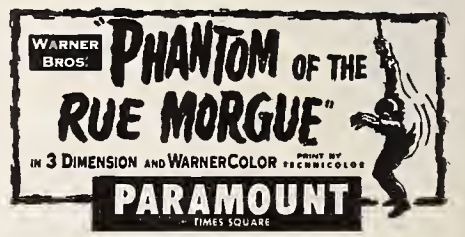
The Senate bill would make the new admissions tax rate on the higher-priced tickets one cent for each 10 cents or major fraction. The House bill makes it one cent for each 10 cents or any fraction. Industry representatives had argued that this could be particularly important for small theatres and children's admissions.

The tax committee of the Council of Motion Picture Organizations immediately focused its full attention on the House-Senate conferees, to try to persuade them to adopt the Senate version.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"RHAPSODY"
starring ELIZABETH TAYLOR
VITTORIO GASSMAN JOHN ERICSON LOUIS CALHERN
Color by Technicolor - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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SKOURAS STATEMENT ON C'SCOPE

"Important new advances in CinemaScope and their relation to current industry developments in motion picture presentation" will be discussed by Spyros P. Skouras, 20th Century-Fox president, at a luncheon meeting with press representatives at the Hotel Plaza here on Monday, the company disclosed yesterday.

"Mr. Skouras will make several announcements which we believe will be of extreme significance to the motion picture industry and the movie-going public," the 20th-Fox announcement said.

Cites Recovery

Myers Urges Allowance for Tax Cut on Product Deals

WASHINGTON, March 25.—Exhibitors buying on a scale should see to it that the breaking points are moved up to take into account the increased grosses resulting from any admissions tax cut, Allied States general counsel Abram F. Myers urged today.

Otherwise, he said, the distributors will automatically get an unfairly large share of the benefits of the tax campaign. Myers' statement was based on the assumption that most exhibitors would not reduce admissions prices but would pocket the part formerly charged for admissions tax.

Myers made his statement in a bulletin declaring that the motion picture industry has passed the crisis and is now on the "road to recovery." He cited as reasons for his optimism the recent favorable developments in the admissions tax fight, the cut in income taxes making more spending money available, the prospects of a quicker write-off on new equipment, and "the fast-breaking developments bringing high quality wide screen presentations within the reach of all classes of exhibitors."

With the strain of recent years eased a bit, Myers said, it is hoped that a better spirit will prevail within the industry and that "no one branch will seek to drain off all the benefits for itself." Just to be safe, however, he made this warning about moving up the breaking points. The Allied official cautioned that if the industry just sits back and enjoys the new era, the prosperity won't last long. He said recent developments emphasized the need for an immediate industry-wide promotional campaign.

"The point is," he said, "to get a popular all-industry movement of this

(*Continued on page 6*)

Faris to Europe on SIMPP Mission

Marvin L. Faris, executive secretary of the Society of Independent Motion Picture Producers and vice-president of the society's export association, will leave today for Rome, Madrid, Frankfurt, London and Paris. Ellis Arnall, president of the SIMPP, stated that Faris' trip is in connection with the furtherance of the foreign program of the society and its subsidiary export corporation. Faris will be the personal representative of Arnall and the mission he will undertake is three-fold.

First, Faris will contact the government officials having charge of film matters to apprise them of the prob-

(*Continued on page 6*)

New Anamorphic Lens Now Available

A new anamorphic lens called "Vidoscope Anamorphic" was announced here yesterday by Walter Futter, independent producer.

Immediate delivery can now be made of this lens, it was stated. The lens is being produced by the Schneider plant, Germany, makers of "Vidoscope" projection lenses, it was added.

New Chief Barker Is Industry Veteran

DALLAS, March 25.—George Hoover, general manager of Paramount Enterprises of Miami, the new chief barker of International Variety Clubs, is an industry veteran. He was elected at the annual convention here today.

Hoover started in the industry in Colorado Springs, during the 1920's. He was with Southern Enterprises until he joined the Keith circuit in 1927 and was with Fox Theatres from 1931 to 1933 and Warner Theatres, New England, from 1934 to 1938, when he joined Paramount. He organized Miami Tent, No. 33 and formerly was an international representative and first assistant chief barker. Hoover was president of Variety Children's Hospital in Miami.

Use Business Sense For Prices: Snaper

"Good business sense" will dictate the new admission price policy to follow the contemplated ticket tax reduction, Wilbur Snaper, president of New Jersey Allied, declared here yesterday.

Each theatre owner should analyze his own particular situation, Snaper advised, adding the forecast that the public will save, too.

5th COMPO AD IN E & P TREATS OF TAX-PASSING TO THE PUBLIC

The fifth Council of Motion Picture Organizations ad to be published in "Editor & Publisher" makes it clear to newspaper editors, as the industry's spokesmen have to Congress, as to what will happen when the expected cut in admission taxes goes into effect April 1. The ad will appear in the newspaper industry's trade paper tomorrow.

"Many theatres will be able to pass the tax-saving to the public in the form of lowered admission prices," it says. "But, as we have tried to make clear in these advertisements, there are others that will find such a reduction in price impossible."

"The reason for this is easy to understand," it points out. "Prevented from adequately raising their prices during inflation by the 20 per cent Federal admission tax, which acted as a ceiling, these theatres have been operating at a loss for years. If they don't keep for themselves the slight saving represented in the admission tax cut they will have to go out of business."

All this was made clear in the testimony of industry representatives before the House Ways and Means Committee last April, COMPO points out. The ad cites the testimony of Pat McGee of Denver, one of the industry representatives, who said: "Maybe one man (meaning an exhibitor) will give it all back, maybe his neighbor, the man across the street, will try to give back part of it, and perhaps some who are in a desperate state will retain it all and still struggle." The ad also quotes the comments of Representative Forand, who said, "I want to congratulate you for not trying to kid us or kid the customers."

SW Zone Managers Weigh New Prices

Zone managers of the Stanley Warner circuit are currently studying the local admission price structure in view of the expected ticket tax cut, a SW spokesman said here yesterday.

Each individual situation is being examined, he explained, adding that there will be "no uniform" policy adopted by the circuit. Originally, SW planned to retain the money saved from a 10 per cent overall ticket tax reduction, as contained in the House bill, he stated. The Senate Finance Committee's bill, which exempts tick-

(*Continued on page 6*)

To Meet Shortage

Reissue List Increased To 65; 35 Last Year

Cognizant of the product shortage, U. S. distributors have announced 65 re-issues so far this year as compared with 35 at this period a year ago. Republic leads the list with 22, most of them westerns, followed by RKO with 16 re-releases scheduled.

Other companies that are re-releasing product are United Artists with six, Columbia and Warners, four apiece, 20th Century-Fox, seven, Universal, two and M-G-M, Paramount, Goldwyn, and Walt Disney, one each.

Last year, RKO re-released 15; 20th-Fox, eight; UA, five; Lippert, four; Columbia, 2; Paramount, one.

Included in Republic films to be re-released are eight Roy Rogers vehicles. Others that are being sent out are "Flying Tigers," "Drum Beats Over Wyoming," "Wake of the Red Witch," "Hellfire," "Topeka Terror," "Rimstone," "The Big Gamble," "Stagecoach to Monterey," "Silver

(*Continued on page 6*)

Variety Int'l

(*Continued from page 1*)

Manuel, Philadelphia, property master. Nathan B. Golden, Washington, remains as chairman of the heart committee. Ben Goffstein, Albany, was appointed press guy.

Governor Allan Shivers of Texas greeted the canvasmen and barkers at the closing banquet tonight at Dallas' fair park. The program included speeches by Dr. Karl Friedrich Meyer, accepting the Annual Humanitarian Award; by retiring Chief Barker Jack Beresin and by Barbara Stanwyck and Robert Stack who, with Jeffrey Hunter and Debra Paget, comprised the Hollywood star contingent at the dais.

Miss Stanwyck presented the annual heart citation to Grand Rapids Tent 17 for its Heart of Variety report on its activities for the year. Omaha Tent 16 was given honorable mention.

Academy Awards

(*Continued from page 1*)

plete about-face to bring the week-long rain to a halt in defiance of an early forecast to the contrary, the exercises at the Pantages Theatre, which was linked transcontinentally with New York's Center Theatre, where awards were made to winners currently resident in that city, displayed professional polish worthy of the greatest aggregation of showmanship talent in the world, the Academy.

Technical Awards

In addition to awards which are listed on the front page of this issue, the following scientific and technical awards were bestowed:

Special Effects: "War of the Worlds," Paramount.

Class One Award: Fred Waller, for designing and developing multiple photographic and projection systems which culminated in Cinerama.

Class One Award: Prof. Henry Cretien, Earl Sponable, Sol Halprin, Lorin Grignon, Herbert Bragg, Carl Faulkner, for creating, developing and engineering processes and techniques known as CinemaScope.

Class Two Award: Reeves Soundcraft Corp., for development of the process of applying strips of magnetic oxide to motion picture film for sound recording and reproduction.

Class Three Award: Westrex Corp., for design and construction of a new film editing machine.

Vista Film Distribution

MEMO TO THE ADVERTISING DEPARTMENT

Prepare two "Living Desert" ads.

1. If we win the Acade[illegible]rd

2. To [illegible]r record-breaking business.

Let's run 'em both



1948
Seal Island

1950
Beaver Valley

1951
Nature's Half Acre

1952
Water Birds

1953

The First True-Life Adventure Feature

The Living Desert

Thanks to the Academy members, my staff, and our patient cameramen.

Walt Disney

THE MOST HONORED MOTION PICTURE SERIES

IT'S BREAKING RECORDS ACROSS THE COUNTRY!

CHICAGO 9 Weeks Loop

NEW YORK 14 Weeks Sutton

IN BIG CITIES!

WASH., D. C. 10 Weeks Playhouse

IN SMALL TOWNS!

LOS ANGELES 15th Week Fine Arts

IN BIG THEATRES!

SAN DIEGO 8th Week California-Adams

WEST CHESTER, PA. Held-Over Warner

IN SMALL HOUSES!

PHILA. 5 Weeks Stanton

MADISON, WIS. Held-Over Madison

Walt Disney opens up on a whole new world of entertainment

THE *Living* Desert

First Feature-Length True-Life Adventure
Print by TECHNICOLOR

Book it Now!

Buena Vista Film Distribution Co., Inc.
1270 Sixth Avenue, New York, New York

NEW,

Deluxe all-plastic POLAROID* 3-D VIEWERS

at the SAME LOW PRICE as older types of viewers

Now, offer your patrons the latest in deluxe, all-plastic viewers — without cutting one cent from your share of the extra gross.

With new Polaroid viewers, you offer the finest viewer available . . . yet you pay no more than you've paid for conventional viewers in the past. Only Polaroid viewers offer the built-in optical perfection your patrons *need* for seeing 3-D pictures at their best—plus:

ATTRACTIVE COLORS
LIGHTEST, MOST COMFORTABLE VIEWER
LARGE VIEWING APERTURE
PERFECT POLARIZATION
FREEDOM FROM DISTORTION
FINE OPTICAL-QUALITY LENSES

POLAROID "SYNC" KIT FOR PERFECT SHOWINGS

included at no extra cost with purchase of 6,000 viewers

CASH IN ON THE NEW 3-D FILMS with deluxe, all-plastic Polaroid viewers —handled exclusively by your Independent RCA Theatre Supply Dealer.

**Reg. U.S. Pat Off. by Polaroid Corp.*

THEATRE EQUIPMENT

RCA®

RADIO CORPORATION of AMERICA

THEATRE EQUIPMENT

CAMDEN, N.J.

S.S.B.C. Annual Report

(*Continued from page 1*)

Kan.). He was chairman of the subcommittee which last year investigated film industry trade practices.

The new version also toned down somewhat the earlier version's criticisms of the Justice Department, but still indicated strong disapproval of the pre-release practice and other distributor trade practices, and still indicated considerable misgivings about the Justice Department's activities in this field.

Makes 'Minimum Changes'

Schoeppel later took the Senate floor to say that he still had not had time to go over the earlier version as carefully as he would have liked, but that he had managed to make certain "minimum changes." He said he had been "amazed" to learn of the release to the press of the earlier report on March 16, and that he felt the earlier version "contained inconsistencies and substantial differences" from the film subcommittee's report of last August. He had therefore insisted on certain changes, he said.

Sen Thye (R., Minn.), chairman of the full Small Business Committee, broke in at this point to declare that the earlier version of the committee report had been sent out to all members on Feb. 5, and that when he had not received any objections by March 15, he felt it was all right to release it as a committee report. He said he was sorry Schoeppel couldn't have found time to go over the proposed report between Feb. 5. and March 15.

Schoeppel said he had been busy with duties on other committees. He said stories on the version released by the committee last week had indicated that the monopoly subcommittee had shifted its view on industry problems since the August report. This was not true, and the subcommittee still stands behind the views expressed in the August report, he insisted.

The committee report released last week, on the subject of arbitration, merely said there was disagreement over arbitrating film rentals, and expressed the hope that this would not be allowed to break up the efforts for an arbitration system.

The official version filed today pointed out that the committee's film report last August had stated unequivocally that it does not believe film rentals should be the subject of arbitration and that a distributor is entitled to receive the best possible price for his product.

'Reiterates It Here'

"That position, in the committee's opinion, is a sound one and it reiterates it here," Today's report said. "There is no reason to believe that the noninclusion of film rentals as an arbitrable matter will prevent the working out of a successful arbitration system. The committee has noted with approval the formal invitation extended by the distributor groups to exhibitors to again sit down for the purpose of reaching agreement on arbitration. It also notes with approval that despite the fact that one exhibitor organization refuses to confer, a number of other exhibitor organizations have agreed to go ahead in an effort to gradually overcome many of the industry's problems. The committee cannot too strongly emphasize its belief that a voluntary arbitration system will do much to get the motion picture exhibitors and distributors out of constantly publicly airing their differences."

The other changes made by Schoeppel from the earlier version of the committee report seemed aimed at taking out certain slaps at the Justice Department's Anti-Trust Division, without removing the committee's basic criticisms of the Department's policy.

For example, the new version still says the committee cannot understand why the division approved the "flat sum" method of pricing before it determined whether the pre-release practice involved illegal clearances and price fixing. However, the report eliminates a sentence in the earlier report that this decision will "provoke consternation in the ranks of the independent exhibitors."

The new report still says that if the spirit of the law is to be observed, the limitations placed upon clearance itself should be applied to the pre-release period, but deletes an earlier sentence that "the main issue encompasses the spirit as well as the letter of the injunctions in the Paramount case." The final report still criticizes RKO Pictures for its handling of the Reuben Shor case, but eliminates a sentence in the earlier report that it is even now a matter of conjecture why the Anti-Trust Division failed to issue even a reprimand in the case."

Reissue List

(*Continued from page 3*)

City Kid," "Sheriff of Sundown," "The Plunderers," "Corpus Christi Bandit," "Trail of Kit Carson," "Dark Violence."

RKO Radio has announced that "Tall in the Saddle," "The Enchanted Cottage," "Valley of the Sun," "Raphael and the Stranger," "Mr. Blanding Builds His Dream House," "They Won't Believe Me," "The Spanish Main," "Bad Man's Territory," "The Thing," "Stations West," "Gunga Din," "The Lost Patrol," "Stage Door," "Top Hat," "Out of the Past" and "Without Reservations" will be re-issued.

Twentieth-Fox will re-release "Keys of the Kingdom," "Cry of the City," "Street With No Name," "Scudda Hoo, Scudda Hay," "Riders of the Purple Sage," "Orchestra Wives," and "Sun Valley Serenade."

Universal's top grosser to date, "The Egg and I," will be re-released along with "Hamlet." Columbia is bringing out "The Jolson Story" with stereophonic sound and wide screen along with "Thunder Hoof," "The Untamed Breed," and "Singing in the Corn."

UA films that are set are "Algiers," "Home of the Brave," "The Champion." "Destination Moon" and "Sundowners" will go as a dual bill, and "Henry V" is being considered.

Paramount's sole re-issue, "The Lost Weekend," is now playing at the Rivoli Theatre in New York along with Sam Goldwyn's "The Best Years of Our Lives" which is at the Criterion here. Warners has already re-issued "Public Enemy" and "Little Caesar," with "Kiss Tomorrow Goodbye" and "Kid Galahad" coming up shortly.

Myers

(*Continued from page 3*)

kind going while everyone is feeling better and in a mood to fight for the preservation of the motion picture business."

The Tushinsky developments also mean, Myers said, that the machinery has been set in motion to bring about a standard aspect ratio for the industry—the 2 to 1 ratio long advocated by Allied.

Myers hailed Joseph Tushinsky's recent statement that he would restrict the use of his converting process to companies making prints available with one track optical sound. "Thus SuperScope breaks the Skouras sound barrier in a big way," Myers declared.

He said use of Paramount's VistaVision process together with the Tushinsky lens makes a combination directly competitive to CinemaScope, and that "VistaVision anamorphic prints, when projected via a Tushinsky lens, should certainly rival and may even exceed in photographic quality the CinemaScope presentations."

SW Weighs Prices

(*Continued from page 3*)

ets costing 60 cents or less and reduces the tax from 20 per cent to 10 per cent on the more expensive tickets, puts a new light on the matter, he added. If the Senate version is finally adopted, the spokesman saw the probability in many SW situations that the tax saving, to varying degrees, would be passed on to the public.

Citing a hypothetical example in an instance where the current admission price is 65 cents, made up of 54 cents for the admission cost, plus 11 cents for the 20 per cent tax, he saw a new price of 60 cents for the public. Such a price, he added, would mean a six-cent saving for the exhibitor and a five-cent saving for the public, all calculations made under the Senate Bill, now under consideration in Congress.

Price-Spread a Factor

Another factor which will be weighed, he added, is the price spread between first and subsequent-run houses, a change in the pricing policy of one category would affect the other. The SW spokesman forecast that even when individual price policies are decided upon, a period of readjustment will follow, based on the experience of each new theatre price.

SIMPP

(*Continued from page 3*)

lems of American independent producers and to urge a consideration of the interest of independent producers in the formulation and administration of film agreements and of laws governing the import of American pictures.

Second, he will obtain the latest information concerning monetary and film restrictions and study methods obtainable to bring about the utilization of blocked funds and the promotion of freer film markets.

Third, Faris will contact importers in order to implement SIMPP's plan of bringing producer and reputable importers in contact with each other.

In addition he will gather as much information as possible on film matters and establish relationships and contacts for future use.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 59 NEW YORK, U. S. A., MONDAY, MARCH 29, 1954 TEN CENTS

GOV'T H-BOMB FILM TO THEATRES

WASHINGTON, March 28.—The official Government film of the first hydrogen bomb blast in November, 1952, has been released for theatre and television showing, the White House announced. The film, which runs 28 minutes, will be available for use starting the evening of April 7.

Sale Close

Court Grants Hughes Deal Green Light

The green light for the execution this week of the Howard Hughes-RKO Pictures deal was given on Friday when Chancellor Collins Seitz, in Wilmington, Del., ruled against the two minority stockholders seeking to enjoin the sale of the company to Hughes.

Chancellor Seitz, in dismissing the suit brought by Louis Schiff and Jacob Sacks, wrote a 34-page opinion.

Under the deal, which, according to the Hughes offer, must be consummated not later than 10:00 A.M. this Friday, stockholders will receive their pro-rata share of the purchase price, consisting of $6 for each share tendered for redemption. The Hughes $23,489,478 offer sets the Friday deadline for the transfer of the company's assets to Hughes.

Chancellor Seitz found that the plaintiffs had failed to sustain the burden of proof of showing fraud or bad faith and that they were not entitled to an injunction. The chancellor also noted that the plaintiffs have

(*Continued on page* 6)

Pick Chicago Again As TOA Convention Site, Oct. 31-Nov. 3

Theatre Owners of America will return to Chicago for its annual convention this year and again will combine its trade show with those of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association. The dates have been set for Oct. 31-Nov. 3, and the Conrad Hilton Hotel, as it was last year, will be the site of the activities.

Each association will hold separate conventions concurrently with the trade shows and will join forces at such events as equipment forums, the annual banquet and other social functions.

Walter Reade, Jr., president of TOA, in making the joint announcement with the heads of the other organizations, said that the success of last year's combined trade show was

(*Continued on page* 10)

'Screen Art' Label For Lippert Features

CHICAGO, March 28.—Beginning in July, Lippert features will bear a new releasing label, Screen Art, president Robert L. Lippert announced at the annual Lippert Pictures sales convention which opened here at the Blackstone Hotel yesterday.

Lippert announced 18 features at his first meeting with 28 Lippert distributors. General sales manager Arthur

(*Continued on page* 10)

'Elephant Walk'

[*Paramount*] *Hollywood, March 28*

ELIZABETH TAYLOR, Dana Andrews, Peter Finch and Abraham Sofaer are top players in this highly professional production by Irving Asher based on Robert Standish's widely read novel. Filmed principally in tropical, picturesque Ceylon, a terrain to gladden the eye of a Technicolor camera, the picture has the benefit of lush scenery and unfamiliar background working in its behalf all the way. Cinematography by Lloyd ("Shane") Griggs dramatizes these values powerfully. Direc-

(*Continued on page* 10)

Crucial Meeting

EXEMPTION ISSUE HANGS IN BALANCE

11 From MGM April to Aug.

Eleven M-G-M productions will be made available from the beginning of April to the end of August, under M-G-M's revised release schedule, it was disclosed here at the weekend.

"Gone With the Wind," in the new five-month program, is definitely set for release in July on wide screen, it was stated. The picture will be contained in its original 220-minute length.

Nine of the 11 pictures are in color, M-G-M stated, adding that the two exceptions being "Executive Suite," which shortly goes into Radio City Music Hall, and "Prisoner of War." "Julius Caesar" will make a 12th pic-

(*Continued on page* 10)

Reed Reported Opposed To Tax Exemptions On Lower-Priced Tickets

WASHINGTON, March 28.—House Ways and Means Committee chairman Reed (R., N. Y.), seemed to be the major roadblock in the way of a tax exemption for lower-priced theatre tickets, as House-Senate tax conferees prepared to hold their crucial meeting tomorrow.

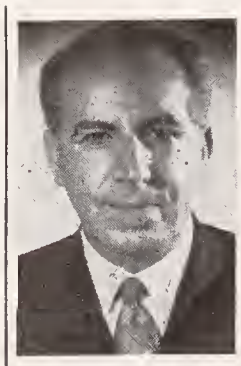
The conferees must decide whether to approve the admissions tax relief as proposed in the House bill, or as proposed in the Senate bill, or some compromise between the two. Both bills reduce the present 20 per cent rate to 10 per cent, but the Senate bill also exempts tickets costing 60 cents or less. The fact that both bills reduce the rate to 10 per cent means that the industry is now assured of

(*Continued on page* 12)

Aboaf Reveals

Latin America Gives 26% Of U-I Foreign Business

Despite the drawbacks of low admission prices and inflated economies, Latin America is a "wonderful" market for U. S. pictures, with 26 per cent of Universal's foreign business, derived from there, Americo Aboaf, foreign sales head for U-I, declared here at the weekend at a trade press conferencc.



Americo Aboaf

Recently returned from the Brazilian Film Festival at Sao Paulo where, he said, much good-will and understanding were established between the South American and United States industries, Aboaf asserted that in competition with the

(*Continued on page* 10)

Paramount Pageant Under Way Today

Paramount will reveal its policies and plans in regard to production and distribution of forthcoming product to exhibitors and others connected with the industry who are expected to attend the nation-wide Paramount Pictures Pageant starting today.

A. W. Schwalberg, president of Paramount Film Distributing Corporation, and Don Hartman, Paramount executive producer, will set forth these policies and plans in short subjects made expressly for the pageant which will be held in 34 theatres in as many

(*Continued on page* 10)

1953 ACADEMY AWARDS ISSUE

Personal Mention

BEN GOETZ, in charge of M-G-M's British production, has arrived in New York from the Coast.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising-publicity department manager; PHIL GERARD, Eastern publicity manager, and JEFF LIVINGSTON, Eastern advertising manager, returned to New York at the weekend from Hollywood.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres; SIMON B. SIEGEL, treasurer, and BERNARD LEVY, assistant to the vice-president, have returned to New York from Detroit.

•

TED TODDY, president of Toddy Pictures, Atlanta, has returned there from a honeymoon with his bride, the former CORNELIA SMALL.

•

WILLIAM R. FERGUSON, former M-G-M exploitation director, returned here last week from a vacation in Miami and now is enroute to his summer home in Ogunquit, Me.

•

ARNOLD JURDEM, of the I. F. E. Releasing Corp. exploitation department, will leave here today by plane for Cincinnati.

•

STEVE LEVITZ, production manager for Big Three, music publishers affiliated with M-G-M, will leave here April 5 for Miami.

•

DON HARTMAN, Paramount Pictures studio head, left here at the weekend for London.

•

JOE BECKER, formerly of RKO Theatres film booking office, has left New York on a Caribbean cruise.

•

HERB BERG, Pola-Lite advertising-publicity chief, is in Detroit from New York.

•

ROY ROGERS and DALE EVANS will arrive in New York by plane today from London.

To Extend UA's Film Festival to Sept. 12

The Museum of Modern Art Film Library will extend through Sept. 12 the recently announced film festival commemorating the 35th anniversary of the founding of United Artists, according to Richard Griffith, curator of the Film Library. The anniversary salute was extended, said Griffith, in response to requests from Museum subscribers who asked that additional screenings of the pictures be scheduled.

Quigley, Jr., to Speak

Martin Quigley, Jr., editor of "Motion Picture Herald," is scheduled to address the Pre-Bar Association of the law school of New York University on Wednesday on the subject, "Movies, Morals and the Law."

To Honor Balaban At JDA Dinner

Barney Balaban, president of Paramount Pictures, will be honored for "his efforts in the fight to protect American civil rights and liberties" at the opening dinner of the 1954 Joint Defense Appeal (JDA) campaign, it was announced by Irving M. Engel and Henry E. Schultz, co-chairman for JDA in Greater New York. The dinner will be held on April 8th at the Hotel Waldorf-Astoria. The dinner will open the JDA drive to raise $5,000,000 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, with half the goal needed from the New York area. AJC and ADL are the nation's oldest and largest Jewish agencies combatting bigotry and safeguarding human rights.



Barney Balaban

Balaban has been in the forefront of civic and Jewish communal affairs fore more than two decades. He is Honorary Vice-Chairman and a National Commissioner of ADL and a member of that agency's Eastern region board.

Overtime Agreement Averts U.K. Strike

LONDON, March 28.—A strike that would have tied up Britain's entire film industry has been averted by a decision of the national executive body of the cine technicians union to lift its ban on overtime in film laboratories and to cooperate with a government investigating committee. Unfavorable public opinion plus a request from the Ministry of Labor was said to have influenced the group's action.

Informants considered it likely that the union would agree to settle its wage demand for a weekly increase of 30 shillings ($4.20).

Film Cash Dividends Were Up in February

WASHINGTON, Mar. 28.—Publicly reported cash dividends of film companies amounted to $846,000 in February, compared to $104,000 in February last year, the Commerce Department reported.

Commerce said the increase was due to the fact that Warner Brothers paid a $742,000 dividend this year in February. Last year it was paid in another month.

Iris Schneider Dies

Funeral services for Iris Schneider, wife of William F. Schneider, formerly with Paramount Theatres, were held here last week. Schneider is now with Rockefeller Center public relations staff.

SBC Rental Stand 'Dogmatic': Myers

WASHINGTON, March 28.—Commenting on the Senate Small Business Committee's reaffirmation of its belief that film rentals should not be arbitrated, Allied States Association general counsel, Abram Myers said he found it "rather astonishing that the committee should be so dogmatic about an issue that was not developed before it by oral testimony in the hearings."

Takiff, Kirsch to Pioneers' Board

Election of Harry J. Takiff and Marvin Kirsch to the board of directors and the approval of an amendment to the by-laws granting authority to the board to replace board members who fail to attend two consecutive meetings, highlighted a meeting of the Motion Picture Pioneers and Foundation board. In addition to president Jack Cohn, the session was attended by Sam Dembow, Jr., Gus Eysell, Si Fabian, William German, William Heineman, John J. O'Connor, Martin Quigley, Sam Rinzler and Herman Robbins.

Nominees to Be Listed

With an eye to the forthcoming membership meeting, the date for which will be announced shortly, the board instructed the nominating committee, consisting of A. Montague, Nate Blumberg and George Dembow, to prepare a list of nominees for board membership, to be presented to the full membership for its consideration at the annual meeting. The board also appointed a committee of five, Jack Cohn, William German, Sam Dembow, Jr., John J. O'Connor and Herman Robbins to select the "pioneer of the year," who will be honored at the 1954 Motion Picture Pioneers dinner.

Other matters on which the board took action included the approval of the grand ballroom of the Hotel Astor as the site for this year's Pioneer dinner. The board also unanimously approved the certified audit for 1953, covering the funds involved in the 1953 dinner; and the audit of the financial affairs of the Foundation for the year 1953.

Successful Year Reviewed

As its concluding action, the board of directors expressed deep gratification with the activities of the Foundation during the past year, pointing out that not only was it able to render assistance to an increased number of Pioneers who found themselves in need, but that, thanks to the increased interest being shown in the activities of the Foundation by donors, there had been a marked improvement in its financial condition.

Arthur Kolstad, 60

PORTLAND, Ore., March 28.—Arthur H. Kolstad, former owner-operator of Rialto Cascadian theatres and for 30 years head of Cascadia Sound Service, died here. He was 60.

'Robe' Top Grosser In Australia, with Only 5 Theatres

SYDNEY, March 28.—"The Robe," the initial CinemaScope production, at only five theatres has outgrossed any other picture ever released in Australia, Ernest Turnbull, managing director of Hoyts Theatres, declared here.

Turnbull, who also is chairman of directors for 20th Century-Fox in Australia, estimates that "The Robe" will be seen by at least one in three of Australia's population in its initial swing around the continent. He based the estimate on the fact that attendance in the first five theatre situations has totaled 1,150,273 out of a combined population of 4,288,040.

In Country 15 Weeks

The extraordinary performance, according to Turnbull, is even more impressive when it is realized that many top-line films outgrossed by "The Robe" have played as many as 1,000 theatres for less money. The record was achieved in 15 weeks since Hoyts introduced CinemaScope in this country and was made in the cities of Sydney, Melbourne, Adelaide, Brisbane and Perth.

Commenting on the public response, Turnbull noted: "In Sydney and Melbourne where a four-week run is better than average, "The Robe" has played 17 and 15 weeks, respectively, a performance without precedent. In Brisbane, Adelaide and Perth, where even a week's holdover is rare, for any motion picture, 'The Robe' played eight weeks."

'U' Increases Print Order for 'Creature'

Exhibitor requests for immediate installations of the new single-track Pola-Lite 3-D System, which will have its premiere at the Roxy Theatre in Detroit Wednesday, has resulted in Universal-International upping their original print order on "The Creature From The Black Lagoon," Al O'Keefe, vice president in charge of distribution for the Pola-Lite Co., has announced.

The original order for prints on this black-and-white feature, specially processed for the Pola-Lite single-track 3-D system, was ten. With requests for bookings now coming in from all parts of the country U-I has ordered an additional 10 prints to take care of early April playdates, O'Keefe said.

Following the Detroit opening, the Pola-Lite 3-D system will make its bow in theatres in Baltimore, Pittsburgh, Milwaukee and Chicago with definite dates expected this week, O'Keefe claimed.

$25,000 to 'Dimes'

BALTIMORE, March 28.—The Baltimore Variety Club has contributed $25,000 to the Maryland State March of Dimes, having made this its special project for the year. The sum, which was collected from sources throughout the state as well as in Baltimore, was presented by chief barker Rodney H. Collier.

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MONEY FROM HOME
Soon — CASANOVA'S BIG NIGHT
KNOCK ON WOOD

Court on Hughes Deal

(Continued from page 1)

not pressed for a receiver, and assumed that this action was abandoned.

The chancellor's decision concluded a judgment on the merits in favor of the defendant, RKO. The decision came following a four-day hearing early this month and the vote of the RKO stockholders, in Dover, Del., last week, which approved the Hughes offer.

Harry J. Halperin, of the firm of Halperin, Natanson, Shivitz and Scholer, of New York City, attorneys for the plaintiff, did not indicate if there would be an appeal.

At the outset of his opinion, Chancellor Seitz stated that "the court was so pressed for a quick decision that it did not have time to write a short opinion."

After reviewing the background of the case Chancellor Seitz observed in his decision:

'Sufficient Shares Were Voted'

"Passing by for the moment the objection that the stockholders were not fully informed, I therefore assume and conclude for present purposes that the Hughes offer was approved by a legally disinterested group of stockholders owning a majority of all of the outstanding shares. Thus sufficient shares were voted in favor of the offer to meet the statutory requirement without counting Hughes' stock. This being so, it seems to me that even assuming that, otherwise, RKO would have the burden of showing the fairness of the transaction on the theory that the purchaser Hughes dominated and controlled the board of directors, nevertheless, the independent majority stockholder approval has the effect of shifting that burden back to the plaintiffs."

Concerning the question of the RKO film library, concerning which there had been dispute, Chancellor Seitz pointed out that RKO had reissued about 61 pictures of all types since 1929. This has been done over a long period of time extending into the immediate present," the chancellor said. "I am inclined to accept the testimony of RKO's witness that it has scoured its film library looking for reissue material.

While the profits and losses were not put in evidence by agreement of counsel, I infer that their introduction into evidence would not have aided the plaintiff's case since they did not see fit to introduce them.

"Plaintiffs rely on one rather successful reissue entitled 'King Kong,' which made a profit of $565,000. From this premise they argue as follows: 'It is a fair inference, in the absence of proof by defendant, that out of the library of over 700 feature-length films, there are ten pictures capable of yielding the same $565,000 net as 'King Kong' and accordingly we contend that a plus factor of $5,650,000 would be proper.'

Success 'Not Typical'

"It is of course true that reissues which 'catch on' are of substantial value because the costs of making the picture have already been absorbed. However, my difficulty is that so far as the record shows, RKO's success with 'King Kong' was not typical. An attempt to arbitrarily infer that there are at least ten films with similar potential is just not warranted by this record."

With respect to the television value of the RKO film library, the chancellor pointed out that there is no warrant at drawing the figure of $25,000 as the value of a film, and points out that no major film producer has sold its films for use on television. In addition, many of RKO's film library is restricted to TV due to numerous union contracts and agreement which severely effect the ability of RKO to profitably sell them to television.

In concluding, the chancellor stated that "this court recognizes that the $6 cash redemption feature of the Hughes' offer was calculated to influence some stockholders to vote for approval, who, otherwise, might have been less enthusiastic. I have considered this fact and the fact that Hughes was in control of the branch of RKO which produced these large losses. In fact, RKO is apparently now losing about $100,000 a week. Had the burden rested on RKO to justify the fairness of the sale, a more serious situation would have confronted the court. But, because of the stockholder approval, the law shifts the burden to plaintiffs and I must conclude that on this record they failed to sustain the substantial burden of showing such a gross disparity as would warrant the finding of constructive fraud."



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AFL Union-Industry Show Slated Apr. 1-6

HOLLYWOOD, March 28.—With more than 300 exhibits on display for visitors, "This Is Hollywood," AFL union-industries show at Pan-Pacific Auditorium here, April 1 through 6, will eclipse all previous events in the show's nine-year record, Association of Motion Picture Producers vice-president Charles Boren predicted on Friday. The annual event depicts graphically the work performed by AFL union members in all phases of picture production.

RKO in O. Protest Over 'Sinbad' Cut

COLUMBUS, O., March 28.—RKO Radio Pictures has asked the Ohio Supreme Court to set aside an order eliminating scenes from "Son of Sinbad." The Ohio censor board ordered the elimination. RKO termed the board's order "discriminatory." The company also contended that Ohio's requirement for prior payment of a censorship fee is "repugnant" to both the Federal and state constitutions. Censor fee is $3 per reel.

Allied Asks 'Scope Films for All Lenses

WASHINGTON, March 28.—Allied States Association general counsel Abram F. Myers called on Loew's and 20th Century-Fox to release CinemaScope films to all exhibitors who can give the pictures wide-screen presentation through the Tushinsky or similar lenses—even if they don't have stereophonic sound.

Myers said this would give the reviving film industry a "final shot in the arm." He admitted that this request was not as far as Allied has gone on other occasions when it asked for the release of CinemaScope pictures on conventional films but said "we will be lucky if Spyros Skouras and Nicholas Schenck give up their dream of empire a little at a time."

In a special bulletin to Allied members, Myers was enthusiastic over the Tushinsky SuperScope system. He stated the lens "solves all remaining problems connected with CinemaScope except that of stereophonic sound," and said that as of today the Tushinsky lens would save an exhibitor at least $1,150 over the Fox-approved Bausch and Lomb lenses.

Sees Product Ample

Myers said he did not believe there would be any problem getting product for use with the Tushinsky lens, in addition to CinemaScope pictures released by Fox and Loew's. He said that Paramount will definitely make its pictures available in both conventional and anamorphic prints, and that it "seems highly probably" that most of the other companies will also issue anamorphic prints. He emphasized that the SuperScope method also permits anamorphic prints to be made of the great pictures of the past. "Revived and shown in this new medium, these classics should make money for the companies and for the exhibitors," he said.

'Siege' to Globe

"The Siege At Red River," a Panoramic Production released by 20th Century-Fox, will open at the Globe Theatre on Friday.

RKO Files Chicago Suit to Lift Ban on 'The French Line'

CHICAGO, March 28.—Pope and Ballard, attorneys for RKO Radio Pictures, Inc., on Friday filed a two-pronged suit in the Circuit Court of Cook County in an effort to clear the way for exhibition of the company's "The French Line," banned for showing in Chicago by action of Police Commissioner Timothy J. O'Connor, who reversed the police censor board after the board had issued a permit for the film to be shown here without cuts.

Names Mayor, Commissioner

One count of the suit, filed on behalf of the "people of the State of Illinois" and RKO Radio Pictures, Inc., names Mayor Martin H. Kennelly and Commissioner O'Connor as respondents and requests a writ of mandamus directive directing O'Connor to "vacate, set aside, expunge, and wholly disregard any and all actions by him taken to revoke" or purporting "to constitute a revocation of the . . . permit to exhibit 'The French Line' in the City of Chicago" and further directing Mayor Kennelly "to allow the appeal" of RKO "from the action" of O'Connor.

The second count, in which RKO is the plaintiff and Mayor Kennelly, O'Connor, the City of Chicago, and the Woods Amusement Corp. are named as defendants, also asks that the actions of O'Connor be set aside, that the mayor allow the film company's request, and that the court "further order, adjudge, and declare that (the) defendant, Woods Amusement Corporation at all times has been and is now legally bound to perform the terms and conditions of the . . . feature license agreement."

Must Reply by Wednesday

Defendents and respondents in the suit, which probably will be heard by Judge Harry Fisher, who ruled a few months ago that the city had no right to ban showings of "The Miracle," have been given until next Wednesday to answer the allegations of the present action, which was brought after a request for preliminary injunction had been denied in Superior Court of Cook County on procedure grounds by Judge Padden, who ruled that a request for writ of mandamus was the proper action for RKO to take to seek redress for its alleged losses due to banning of the film.

'Scope for Neighborhood

COLUMBUS, O., March 28.—Fred Rowlands' 1,400-seat Main theatre, East Side neighborhood, is the first suburban house here to install CinemaScope equipment. Rowlands said the installation cost about $20,000. First CinemaScope feature shown at the Main was "Knights of the Round Table," to be followed by "The Robe" and "How To Marry a Millionaire."

SENATE GROUP TO STUDY FILMS' INFLUENCE ON TEEN-AGE CRIME

WASHINGTON, March 28.—The influence of motion pictures, comic books, television and radio on teen-age crime will be studied when a Senate Judiciary Subcommittee studying juvenile delinquency resumes hearings early next month.

Sen. Hendrickson (R., N. J.) is chairman of the subcommittee. An aide said the hearings would either be here or in New York. Main attention will be on comic books and television, though the other media will also be covered.

COLONEL COLE *puts his* FINGER on NATIONAL SCREEN SERVICE!

NEWS FROM THE TRADE PRESS

Cole Lauds NSS Trailer Handling

Col. H. A. Cole, board chairman of Texas Allied and co-chairman of Texas COMPO, revealed last week that a survey conducted in the Dallas office of National Screen Service showed the percentage of error in handling trailers and advertising accessories to be less than 1/20 of one percent. The exhibitor leader praised NSS for its contribution to the industry.

Survey showed that of 366,584 items shipped from the office during January, 187 complaints of error were reported. In order to get these materials out of the office and into the hands of the transportation companies, each item had to pass through nine NSS employes, the survey disclosed.

Among the elements found most responsible for error were similar titles, similar or wrong code numbers, transposition of booking data to billing and shipping records and transportation failures. Exhibitors neglected to return 465 trailers and 1,130 accessories, while 190 trailers and 545 accessories were irreparably damaged during the period.

Cole revealed that Texas Allied is issuing a special bulletin urging members to return all material promptly and to exert more care in the handling of NSS property. He added that he was firmly convinced that NSS is an "indispensable organization" to the industry and deserves its maximum support.

Thank You

Colonel COLE!



ACADEMY AWARD WINNERS FOR 1953

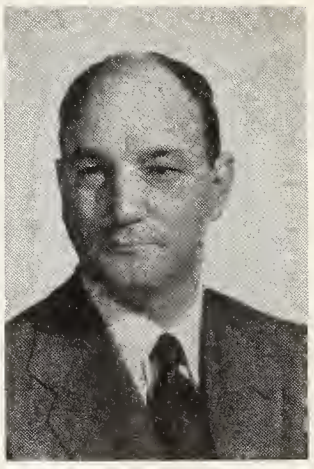


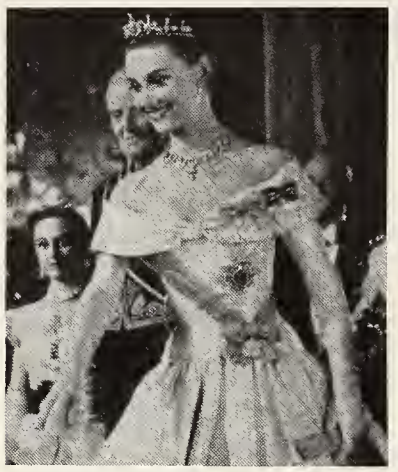
'FROM HERE TO ETERNITY' accounted for eight Academy Awards at the 26th annual presentation ceremonies in Hollywood last week, giving the Columbia picture an outstanding edge in honors, especially in the most coveted award categories. Paramount, with top honors shared by two of its pictures, with a special award to George Stevens and awards in other categories, was a strong runner-up.

At left is Donna Reed and Montgomery Clift in a scene from the prize-winning "From Here to Eternity." Miss Reed was voted Best Supporting Actress. At far left, below, Fred Zinnemann, Best Director, for "Eternity." Center, Frank Sinatra, Best Supporting Actor, "Eternity," and right, Daniel Taradash, writer of Best Screenplay, "Eternity."











Audrey Hepburn, at left, above; voted Best Actress of 1953 for her role as the Princess in Paramount's "Roman Holiday." At right, William Holden, Best Actor, for his role in Paramount's "Stalag 17."

The Academy Awards of '53

DESPITE its lack of surprises, the 26th presentation ceremonies of the Academy of Motion Picture Arts & Sciences was a generally satisfying addition to Awards history from the industry's viewpoint.

The impressive awards voted to Columbia's "From Here to Eternity" find the industry, and perhaps the majority of customers, too, in agreement. To production and exhibition alike the preeminence of "Eternity" on the 1953 award list is reassurance that, should the public ever lose interest in productions of the new technical era, substantial rewards still are to be had in the field of standard, black and white production, presupposing there is as much talent and know-how applied to as good a story.

The special awards for the new techniques, 20th Century-Fox's CinemaScope and to Cinerama, are well deserted recognition of the new interest they have won for motion pictures and underline the screen's new look from now on.

The Academy recognized the strength of the old and the as yet unmeasured attractions of the new.

There was wide satisfaction, too, in the successive awards presented to Walt Disney at the opening of the Pantages Theatre program. Not only was the product honored by the Academy truly distinguished of its kind, but the man responsible for it is recognized by all as one who, in his long association with the industry, has contributed immeasurably to the place held by motion pictures in the favors of young and old alike.

The 26th annual Academy Awards continue a fine tradition on a plane on which the entire industry is benefited.

SHERWIN KANE

Academy Winners Pen Ten New Songs

Academy Award winners Sammy Fain and Paul Francis Webster have composed 10 new songs for Warner Brothers' CinemaScope musical "Lucky Me" which will have its world premiere in Miami, Miami Beach and Coral Gables on Wednesday.

Italian Global Gross Up 19% in February

ROME, March 25. — The gross global receipts in the Italian key-cities showed an increase of 19 per cent for February of this year in comparison with the same month in 1953. This year's total gross amounted to $2,050,000. Although the American film "The Robe" shares the credit with an Italian film "Bread, Love and Fantasy" in having done the most to bring about this rise, the proportion of gross receipts achieved by American films declined from 70 per cent in February 1953 to 57 per cent in February of this year.

Crescent to Close Its Oldest House

NASHVILLE, March 28. — Crescent Amusement Co., sometime in April, will close the Rex Theater on 5th Avenue, in operation since 1907 and oldest house in the present circuit of 75. In front, inlaid in the pavement, still appears: "5c Motion Pictures 5c".

The house was first owned and operated by Joseph B. Holman, who merged with the late Tony Sudekum in 1907 and became the architect for all the theaters that Crescent has since built. The Rex building, which at one time housed offices of Crescent, will be remodeled for use as a store.

Western, Midwestern Theatre Grosses Hit By 'Oscars' Telecast

As expected, the telecasting of the 26th annual "Oscar" presentations by the Academy of Motion Picture Arts and Sciences affected theatre business in the Midwest and Western states and had virtually no effect on theatres in the Eastern time zone, it was learned at the weekend.

Harry Mandel, RKO national director of advertising and publicity, declared that the "Oscar" telecasting has not too much an effect on houses in the RKO circuit.

However, Joseph R. Vogel, vice-president of Loew's, reported that business was "not too good" during the Academy airing. "Bad weather and the aircasts really affected our business," he said.

Say 'Desert' Sets Toronto House Mark

Walt Disney's "The Living Desert" grossed $1,300 in its opening day at the Town Cinema in Toronto, setting an all-time high for the 693-seat house, according to reports received here by RKO Radio, the distributor of the film in Canada.

W. J. GERMAN, INC.

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ACADEMY
AWARD
WINNERS

FORT LEE, N. J. CHICAGO, ILL. HOLLYWOOD, CALIF.

Universal

(*Continued from page* 1)

other distributors, U-I takes about 16 per cent of the world's foreign business.

Overall, Aboaf said, 1953 showed an increase in Universal foreign business over 1952. "The way things are shaping up now, we are 10 to 12 per cent ahead of last year," he said.

Aboaf said that American films have a better chance for first-run bookings because many theatres have broken away from the circuits. The sales executive clarified this statement by saying that previously only one or two theatres in some cities were first-runs with the top theatre getting the best picture and so on down the line. "This realignment will improve the general situation for all film companies," Aboaf stated.

'Bread-and-Butter Fare'

Stating that Brazil is the third largest film market in the world, Aboaf said that U-I leads in business there. "We are accepted everywhere doing tremendously well in cities and territories because our product is a 'bread and butter' fare," he said. However, he added, 50 per cent of all black-and-white films have to be printed in Brazil under a recent government ruling.

Admission prices are being kept down under local government rulings in Latin America, he said. However in Brazil, he continued, a special increase was allowed for CinemaScope and it looks as if this will pave the way for a general increase at the box-office. "In many theatres, the candy stands and stores are making more money than the pictures," he said.

Wide-Screen Introduced

Aboaf said that wide screen is putting in appearances in many countries but some theatres do not lend themselves to it.

In concluding, the foreign head declared that the European product is making inroads into the South American industry. He feels that Mexico, which exports many films, is being hurt much more than the U. S. industry because American product is still preferred.

TOA

(*Continued from page* 1)

indicative of the importance this event will have for the nation's exhibitors this year, "because the new developments in projection, sound and screens will come to a head and will govern our future investments and our future policies of operations." Reade added that it was expected that practical demonstrations would be presented so that exhibitors could see and learn the proper channels to be used for their expenditures.

Mochrie in Chicago On 'Years' Reissue

CHICAGO, March 28. — Robert Mochrie arrived here Friday to confer with local RKO Radio branch division executives on plans for the forthcoming reissue showing in this area of Samuel Goldwyn's "The Best Years of Our Lives."

At the same time, Mochrie is negotiating with independent distributors for state rights for distribution of a group of old Goldwyn features.

'Elephant Walk'

(*Continued from page* 1)

tion is by the faultless William Dieterle, from a script by the infallible John Lee Mahin. Thus the picture has layer upon layer of box office insurance.

The Standish story runs parallel in certain basic respects to that of the current "Naked Jungle," which appears to be reaping rich reward from the presence of precisely those fundamental elements. In "Elephant Walk" as in "Naked Jungle," a rich white planter marries a white girl and takes her to live with him in his jungle palace over which hangs always a threat of devastation by animals, in this case elephants, as in that case ants. And in each case the attack comes, the animals destroy the habitation, and the sequences showing the destruction are the ones that give the picture its tremendous audience impact. It is only in these fundamental matters, however, that the stories resemble each other, and there is no reason whatever why the same millions who are presently indicating their highly profitable satisfaction with "Naked Jungle" shouldn't turn out in equal force, or greater, for "Elephant Walk".

In the script Miss Taylor is the girl who goes to Ceylon as the bride of Finch, an excellent actor, and is consternated by the opulence and eminence he enjoys there as the chief tea-planter of the community. Andrews, playing a neighboring planter, falls in love with Miss Taylor, and for a time it looks as if she is going to reciprocate, but a cholera epidemic and an elephant stampede straighten out this and all other matters.

Running time 103 minutes. General audience classification. Release, in June.

WILLIAM R. WEAVER

"The Mad Magician"

(Columbia)

AS a frustrated magician who is driven by vengeance to go off on a murder spree, Vincent Price brings a good amount of finesse and polish to this standard melodrama. Then there is 3-D to add to the medodramatic thrills. Well-paced direction also is an asset. What emerges is a lively film that general audiences should find entertaining.

In the way of feminine ornamentation there are Mary Murphy and Eva Gabor, the former playing the sweet young thing and the latter the calculating hussy. John Emery rounds out the cast as a magician who robs Price of the fruits of his creation.

As the story opens Price is about to begin his own career as a magician after years of creating tricks for others. No sooner does the curtain go up on Price's first show than it is rung down again. It seems that his former employer has tricked him into signing a contract whereby all of Price's creations of magic belong to the employer.

Not only has the employer, Don Randolph, exploited Price, he has actually stolen his wife, Miss Gabor. Recrimination rises in Price to a fever pitch and he kills Randolph. Through the use of a clever disguise Price impersonates Randolph, all to the ignorance of the police. To cover up the murder, however, it becomes necessary for Price to commit two others. And he kills Emery and Miss Gabor.

Eventually Price's protective disguises commence to crumble. The melodramatic climax sees detective Pat O'Neal nabbing him in a scuffle that leads to Price being consumed in the fires of a magician's crematorium.

Bryan Foy produced and John Brahm directed from a screenplay by Crane Wilbur.

Running time, 72 minutes. General classification. Release date, not set.

"The Lonely Night"

(Mayer-Kingsley)

THE popular interest and concern with modern psychotherapy together with the inherent dramatic aspects of the science have yielded an interesting film. A documentary of nearly feature length, "The Lonely Night" utilizes a two-way approach to its subject. It takes the case of an emotionally disturbed young lady and contrasts scenes of her background and her psychotherapeutic treatment with scenes of a healthy, happy family in which no neurosis is ever likely to appear.

As Caroline, Marian Seldes turns in a first-rate performance in depicting a sympathetic neurotic woman in need of help. As the various factors in her background that have caused her plight are brought out in the scenes in the psychiatrist's office, they are juxtaposed with scenes of another family, which shows them raising their children in such a way that they will never be in the same situation as Miss Seldes. Thus both the positive and negative ways of moulding children's character are shown.

A serious film about a serious subject, "The Lonely Night" should do well in art theatres or houses specializing in unusual pictures.

Irving Jacoby and Willard Van Dyke produced under supervision of the Mental Health Film Board. Jacoby handled the writing and directing, and Frank Silvera was the narrator.

Running time, 68 minutes. General classification. For immediate release.

'Valiant' Bow Apr. 6

Twentieth Century-Fox's "Prince Valiant" will have a formal invitational premiere at the Roxy Theatre on April 6. The premiere is being planned as a "gala" occasion.

Pioneer Exhibitor Dead

SALEM, Ore., March 28.—George E. Whiteside, 80, pioneer theatre owner and operator, died here following a heart attack. He was a native of Burlington, Ia.

M-G-M

(*Continued from page* 1)

ture with an eye toward special bookings, the company stated.

For April, the new schedule provides for "Gypsy Colt," starring Donna Corcoran, Ward Bond and Frances Dee; "Rhapsody," starring Elizabeth Taylor, Vittorio Gassman and John Ericson; "Executive Suite," starring William Holden, June Allyson, Fredric March, Barbara Stanwyck, Paul Douglas, Shelley Winters, Walter Pidgeon, Dean Jagger, and Nina Foch.

For May, the company will release "Prisoner of War," starring Ronald Reagan, Dewey Martin, and Oscar Homolka; and "Flame and the Flesh," starring Lana Turner, Pier Angeli and Carlos Thompson.

In June, there are two releases, "Men of the Fighting Lady," starring Van Johnson, Dewey Martin and Walter Pidgeon; and "The Student Prince," in CinemaScope with Ann Blyth, Edmund Purdom and John Ericson.

July will have the release of "Gone With the Wind," and "Betrayed," with Clark Gable, Lana Turner and Victor Mature in star roles.

In August, there are "Seven Brides for Seven Brothers," in CinemaScope starring Howard Keel and Jane Powell; and "Her Twelve Men," starring Greer Garson, Robert Ryan and Barry Sullivan.

Paramount

(*Continued from page* 1)

key cities. Twenty-six of these theatres will hold the pageant today.

Local division and branch managers will be hosts at the all-day screenings in their respective territories. Schwalberg and other home office sales executives will attend today's pageant showing in New York, for which the home office prevue theatre will be used. Cities where theatres will be used for today's pageant are: Albany, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, New Haven, Oklahoma City, Omaha, Philadelphia, Pittsburgh, St. Louis, Salt Lake City and Washington, D. C.

Lippert

(*Continued from page* 1)

Greenblatt is presiding over the convention.

Nine releases named for the April-June period are "Cowboy," "Fangs of the Wild," "Blackout," "Heat Wave," "Devil Ship," "Paid to Kill," "Big Chase," "Monster from Beneath the Sea" and "Siege."

The latter half of 1954 will include release of five William F. Broidy productions: "Thunder Pass," "Dynamite Anchorage," "Fugitive Valley," "Gunslinger," "Cry Vengeance"; also "The Unholy Four," "Deadly Game," "Race for Life" and "Black Pirates."

Granats Retire

MEXICO, CITY, March 28.—Oscar and Samuel Granat have sold their three large circuits, one of which was headed by Gen. Abajardo L. Rodriguez, and will retire after 45 years in the Mexican film trade. The Granat brothers were tendered a farewell banquet by Gustavo Samaniego, manager for Jorge M. Dada, independent distributor.

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SAMMY FAIN

&

PAUL FRANCIS WEBSTER

ON

THEIR



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SECRET LOVE

from the WARNER BROS. PICTURE

"CALAMITY JANE"

starring **DORIS DAY**

WARNER BROS., MUSIC DIVISION

HARMS — REMICK — WIDMARK — ADVANCED

Exemption Issue

(*Continued from page* 1)

this much relief; the question is whether it will also get a complete exemption for lower-priced tickets. Both bills make the changes effective April 1.

A conference decision is considered likely tomorrow, since the bill must be at the White House late Wednesday.

According to reliable reports, Reed is determined to resist the Senate provision exempting the low-priced tickets. The Senate conferees will fight for this exemption, as will the Democratic conferees in the House. The other two House Republican members—Representatives Jenkins of Ohio and Simpson of Pennsylvania—reportedly favor an exemption but feel they must side with Reed. Accordingly, Reed's stand will determine the final outcome.

Originally, it had been assumed that the industry had a good chance of winning the exemption in conference. The Senate voted to cut the tax on household appliances, and the House also opposed this change. It had been thought that a logical compromise would be for the Senate to give up the household appliance cut, while the House agreed to take the Senate admissions tax exemption, possibly making it apply only to tickets costing 50 cents or less, rather than 60 cents.

Reed, however, is reported to feel that the House approved a formula in the excise bill of reducing rates to 10 per cent and no further, and that if an exception is made for the film industry, exceptions must be made for other industries. He is also pointing out that the only vote taken in the House on any specific excise cut resulted in a defeat of a Democratic proposal to exempt tickets of 50 cents or less. In view of this vote, he argues, how can the House conferees now accept an exemption?

To this extent, then, the House vote on the admissions tax exemption is boomeranging and hurting the industry.

The tax committee of the Council of Motion Picture Organizations, well aware of the problem posed by Reed's stand, was bringing all possible pressure to bear to get him to change. Key senators and congressmen were being asked to contact Reed; approaches were being made to House Speaker Martin (R., Mass.), and majority leader Halleck (R., Ind.); exhibitors from Reed's district were being asked to make special efforts to contact him.

Original COMPO optimism about the outcome of the conference had dampened considerably by today as a result of Reed's position. "The fate of the exemption now rests singly and completely on one man—Dan Reed," said one COMPO official. "And he's just not the type of guy who pays attention to pressure."

Nonetheless, some compromise must be made between the House and Senate bills if any excise bill is to reach the White House.

Some Tax Cut May Be 'Passed Along'

WASHINGTON, March 28.—Robert Coyne, special counsel of the Council of Motion Picture Organizations, said COMPO has received word from a substantial number of circuits and independent exhibitors that if the Senate excise tax bill finally becomes law they will pass on a large portion of the tax savings to their patrons.

Frank To Use 'Scope For 'Sitting Bull'

HOLLYWOOD, March 28.—W. R. Frank is the latest independent producer to acquire a CinemaScope franchise. He will use the process in the production of "Sitting Bull" which he is making in association with Miguel Aleman, Jr., of Tele-Voz Productions in Mexico.

In a letter to Gov. Sigurd Anderson of South Dakota, Frank said that he was being victimized by the press and various pressure groups who are accusing him of throwing Hollywood technicians and Dakota Sioux Indians out of work by filming the life of Sitting Bull in Mexico.

Lengthy production plans, high costs and weather contributed to his decision to shift the film from the Badlands of Dakota, Frank stated in the letter.

Other independent producers who have been given CinemaScope franchises are Errol Flynn, Eddie Alperson, Bert Friedlob and the Ford Motor Company.

Chicago's Exhibitors Still Undecided on Use of Tax Cut

CHICAGO, March 28.—At the eleventh hour, as Congress still was considering passage of the bill cutting excise and admission taxes, Chicago exhibitors were uncertain of their course of action if and when the bill is passed. Most, talking "off the record," said they would like to hold the line on prices and retain the money added to the net price by the cut in the admissions tax, but the hard facts add up to a case of following the lead of the large circuits, particularly Balaban and Katz, who are expected to set the pattern for the city.

Platt Speaks for B&K

In exceptional instances, however, where theatres are either isolated from competition or are part of a controlled situation, the owners will be able to make decisions reasonably independent of what the major circuits decide.

Replying to a query as to his company's plans with regard to admission prices if the bill goes through, B. & K. executive Nate Platt said that "it has been our thinking all along to retain whatever difference accrues to us by the tax reduction, especially in the light of business conditions in the past few years, but until the bill passes and there is a clarification of its provisions no definite statement of policy can be made."

Plan Criminal Charge Against Vandals

ROCHESTER, March 28.—Following a series of side-door break-ins by youths, manager Frank Lindcamp of the RKO Palace Theatre here, declared today that he will charge criminal action against offenders in the future.

Although none of the other major houses has experienced any trouble, the managers have pledged similar severity.

Lindcamp reported that a band of youths raced into the theatre recently and bowled over an usher, who required hospital treatment for injuries suffered in the ensuing fight. Continued acts of rowdyism in the Palace has prompted the house manager to serve warning that he will press for more serious charges than disorderly conduct.

FCC Told to Delay Radio License Fee

WASHINGTON, March 28.—The Senate Commerce Committee told the Federal Communications Commission to delay at least until July 1, 1955, any further proceedings on the Commission's plan to charge broadcasting license fees.

The Commission, acting at the budget bureau's orders, had proposed a schedule of fees for applications for licenses, construction permits, renewals and other FCC grants. A Senate Commerce Subcommittee later held hearings on a bill to authorize such a proceeding, and industry officials opposed any license fees.

Today the full Senate committee approved a resolution which said that it had taken note of the FCC proposal to charge fees and had concluded that the proposal raised "basic questions as to the fundamental philosophy of regulation under the Communications Act and that Congress should decide these questions." Accordingly, the committee said, the FCC should suspend proceedings until July 1, 1955,—by which time Congress presumably will have acted one way or the other.

Canada Board Made 214 Films in '52-'53

OTTAWA, March 28.—The Canadian Government reports that the National Film Board produced 214 films in 1952 and 1953. Also reveals that the Canadian Broadcasting Corporation's television operations will not aim to obtain monopoly rights to produce films of sports and other events for commercial theatrical showing.

Ritchey Reports L. A. Market in Upbeat

A marked increase in business in Latin America was reported by Norton V. Ritchey, president of Allied Artists International, who has just returned from a two-month tour of all the countries in the area. "Our business everywhere in Latin America is very much on the upswing, and even difficulties with remittances from Argentina seem much closer to a satisfactory solution, he said.

Praises Brazil Festival

Commenting on American participation in the recent film festival in Brazil, Ritchey said, "Stars, directors, executives and others all conducted themselves in a way which can only reflect the greatest credit on our industry. We all owe a vote of thanks to them and to the fine organizational and public relations work performed by Eric Johnston and Bob Corkery of the M. P. A. A."

Start UHF Hearings In D.C. April 27

WASHINGTON, March 28.—A Senate Commerce Subcommittee will start public hearings April 27 on the outlook for the development of UHF television channels, chairman Potter, (R., Mich.) announced.

Federal Communications Commission officials will open the hearings. The hearings also will cover a bill proposed by Sen. Johnson (D., Col.) to permit TV licensees to own more stations than now allowed under FCC rules providing the extra stations are in the UHF band.

Italian Production Up; 200 This Year

ROME, March 28.—Italian film production is steadily growing with a peak of 200 feature films expected to be reached this year despite the fact that only 20 per cent of Italian films actually make anything like a substantial profit, a semi-official quarterly, "Lo Spettacolo," has reported.

Although half of all Italian films lose money and another 30 per cent barely break even, 35 features have gone into production since the first of the year, noted the journal. Of these, 19 are in color.

Scheduled for April 6

Boston Subcommittees Set For Library's Film Salute

BOSTON, March 28.—Because he will be overseas at the time, Eric Johnston, president of the Motion Picture Association of America, will not be able to attend the Boston Public Library's "Salute to the Motion Picture Industry" on April 6. In a telegram to the committee, Johnston regretted that he would be absent.

Meanwhile, sub-committees have been appointed for the dinner. The invitational committee, chairmaned by Arthur Lockwood, consists of Martin J. Mullin, Samuel Pinanski, William Koster, Hatton Taylor, Ralph Iannuzzi, Harry Segal and Joseph Nuzzolo. The reception committee includes Mullin, Pinanski, Nathan Yamins, John W. Brown, James M. Connolly, E. Myer Feltman, Benn H. Rosenwald, Tom O'Brien and Lockwood. The program committee is made up of John Brooks, Edward Canter, Connolly, Ben Domingo, Theodore Fleisher, Paul Levi, Herman Rifkin, Herbert Schaefer and Robert Sternburg. The publicity committee includes Harry Browning, Phil Engel, Karl Fasick, Floyd Fitzsimmons, James "Red" King, Paul Levi, Joe Longo, Joe Mansfield, Jack Markle, John McGrail, Art Moger and Jack Saef.

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Feb. 7	**HIGHWAY DRAGNET** Joan Bennett Richard Conte Wanda Hendrix D—70 min. (5405) (Rev. 2/8/54)	(Feb. Releases) **THE WILD ONE** Marlon Brando Mary Murphy Robert Keith D—79 min. (Rev. 12/24/53) **CHARGE OF THE LANCERS** (Color) Paulette Goddard Jean Pierre Aumont Richard Stapley D—74 min. (3-D or 2-D) **MISS SADIE THOMPSON** (Color) Rita Hayworth Jose Ferrer Aldo Ray D—91 min. (Rev. 12/21/53)	**QUEEN OF SHEBA** Special Cast D—99 min. (5325)		(Feb. Releases) (2-D and 3-D) **MONEY FROM HOME** (Stereophonic Sound—Color) Dean Martin Jerry Lewis Pat Crowley Marjie Millar C—100 min. (Rev. 12/1/53) **ALASKA SEAS** Robert Ryan Jan Sterling Brian Keith D—78 min. (Rev. 1/26/54)	**PHANTOM STALLION** Rex Allen W—54 min.	(3-D) **FRENCH LINE** (Color) Jane Russell Gilbert Roland Arthur Hunnicutt MC—102 min. (Rev. 12/30/53)	(Feb. Releases) **HELL AND HIGH WATER** (CinemaScope—Color) Richard Widmark Bella Darvi D—103 min. (Rev. 2/2/54) **THE SIEGE AT RED RIVER** (Color) Van Johnson Joanne Oru D—	(Feb. Releases) **THE MAN BETWEEN** James Mason Claire Bloom Hildegarde Neff D— **PERSONAL AFFAIR** Gene Tierney Leo Genn Glynis Johns D—82 min. (Rev. 1/13/54) **TOP BANANA** (Color) Phil Silvers MC—100 min. (Rev. 1/28/54) **OVERLAND PACIFIC** (Color) Jack Mahoney Peggie Castle Adele Jergens D—73 min. (Rev. 2/9/54) **BEACHHEAD** (Color) Tony Curtis Frank Lovejoy Mary Murphy D—89 min. (Rev. 1/28/54)	(Feb. Releases) **THE GLENN MILLER STORY** (Color) James Stewart June Allyson D—116 min. (Rev. 1/6/54) (3-D) **TAZA, SON OF COCHISE** (Color) Rock Hudson Barbara Rush WD—79 min. (Rev. 1/29/54)	**THE COMMAND** (CinemaScope—Color) Guy Madison Joan Weldon James Whitmore WD—88 min. (Rev. 1/18/54)
Feb. 14			**WE WANT A CHILD** Special Cast D—(5324)	**THE LONG, LONG TRAILER** (Color) Lucille Ball Desi Arnaz C—103 min. (Rev. 1/5/54)		**CRAZYLEGS** Elroy "Crazylegs" Hirsch Lloyd Nolan D—88 min. (Rev. 10/23/53)	**SHE COULDN'T SAY NO** Robert Mitchum Jean Simmons Arthur Hunnicutt C—89 min. (Rev. 1/18/54)				**THE BOY FROM OKLAHOMA** (Color) Will Rogers, Jr. Nancy Olson Lon Chaney C—88 min. (Rev. 1/18/54)
Feb. 21	**BITTER CREEK** Wild Bill Elliott Beverly Garland Carleton Young W—72 min. (Rev. 3/12/54)		**BLACKOUT** Dane Clark D—(5309)	**TENNESSEE CHAMP** (Color) Shelley Winters Dewey Martin D—73 min. (Rev. 2/18/54)			**ROB ROY, THE HIGHLAND ROGUE** (Color) Richard Todd Glynis Johns D—85 min. (Rev. 11/25/53)				**CRIME WAVE** Sterling Hayden Gene Nelson Phyllis Kirk O—74 min. (Rev. 1/13/54)
Feb. 28	**RIOT IN CELL BLOCK 11** Neville Brand Emile Meyer D—80 min. (Rev. 2/8/54)			**ROSE MARIE** (Color) Ann Blyth Fernando Lamas Howard Keel MD—104 min. (Rev. 3/3/54)		**FLIGHT NURSE** Joan Leslie Forrest Tucker Arthur Franz D—90 min. (Rev. 11/17/53)	(3-D) **DANGEROUS MISSION** (Color) Victor Mature Piper Laurie Vincent Price D—75 min. (Rev. 2/25/54)	(March Releases) **NIGHT PEOPLE** (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D—93 min. (Rev. 3/12/54) **NEW FACES** (CinemaScope—Color) Ronny Graham Eartha Kitt Robert Clary M—98 min. (Rev. 2/19/54) **RACING BLOOD** (Color) Bill Williams Jean Porter Jimmy Boyd D—	(March Releases) **SASKATCHEWAN** (Color) Alan Ladd Shelley Winters D—87 min. (Rev. 2/24/54) **RIDE CLEAR OF DIABLO** (Color) Audie Murphy Dan Duryea Susan Cabot Abbe Lane WD—80 min. (Rev. 2/4/54) (3-D) **CREATURE FROM THE BLACK LAGOON** Richard Carlson Julia Adams D—79 min. (Rev. 2/9/54)	**OUFFY OF SAN QUENTIN** Paul Kelly Joanne Dru Louis Hayward D—78 min. (Rev. 2/15/54)
March 7	**PARIS PLAYBOYS** Bowery Boys Veola Vonn C—62 min. (Rev. 3/5/54)				(March Releases) **RED GARTERS** (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54) **THE NAKED JUNGLE** (Color) Eleanor Parker Charlton Heston D—95 min. (Rev. 2/15/54)					(3-D) **PHANTOM OF THE RUE MORGUE** (Color) Carl Malden Claude Dauphin Patricia Medina D—84 min. (Rev. 3/1/54)
March 14	**MR. POTTS GOES TO MOSCOW** Oscar Homolka Nadia Gray C—93 min. (5400) (Rev. 9/14/53)	**BATTLE OF ROGUE RIVER** (Color) George Montgomery Richard Denning Martha Hyer D—71 min. (Rev. 3/1/54)					**CARNIVAL STORY** (Color) Anne Baxter Steve Cochran D—				
March 21	**DRAGONFLY SQUADRON** John Hodiak Barbara Britton D—83 min. (Rev. 2/9/54)	**BAIT** Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54) (3-D) **JESSE JAMES VS. THE DALTONS** (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)	**FANGS OF THE WILD** Charles Chaplin, Jr. Onslow Stevens Margia Dean D—(5311)—74 min. (Rev. 3/12/54)	**GYPSY COLT** (Color) Donna Corcoran Ward Bond Frances Dee D—72 min. (Rev. 1/28/54)		**GERALDINE** John Carroll Mala Powers MC—90 min. (5302)	(3-D) **SON OF SINBAD** (Color) Dale Robertson Sally Forrest Lili St. Cyr D		(March Releases) **BEAT THE DEVIL** Humphrey Bogart Jennifer Jones Gina Lollobrigida D—92 min. (Rev. 3/4/54) **ACT OF LOVE** Kirk Douglas Dany Robin D—108 min. (Rev. 12/18/53) **THE GOLDEN MASK** Van Heflin Wanda Hendrix Eric Portman D—88 min. **THE SCARLET SPEAR** (Color) Martha Hyer John Bentley D—78 min. (Rev. 3/12/54)	(April Releases) **MA AND PA KETTLE AT HOME** Marjorie Main Percy Kilbride C—81 min. (Rev. 3/11/54) **YANKEE PASHA** (Color) Jeff Chandler Rhonda Fleming D—84 min. (Rev. 3/12/54) **RAILS INTO LARAMIE** (Color) John Payne Mari Blanchard Dan Duryea WD—81 min.	**RIOING SHOTGUN** (Color) Randolph Scott Wayne Morris Joan Weldon W-75 min. (Rev. 3/4/54)
March 28	**LOOPHOLE** Barry Sullivan Dorothy Malone Mary Beth Hughes D—80 min. (5414) (Rev. 2/19/54)							(April Releases **PRINCE VALIANT** (CinemaScope-Color) James Mason Janet Leigh Robert Wagner Debra Paget D—105 min. **THE ROCKET MAN** George Winslow Charles Coburn Spring Byington D—79 min. **THE SIEGE AT RED RIVER** (Color) Van Johnson Joanne Dru W—81 min.			
Apr. 4	**PRIDE OF THE BLUE GRASS** (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)	(April Releases) **DRIVE A CROOKED ROAD** Mickey Rooney Dianne Foster D—82 min. (Rev. 3/17/54) **THE IRON GLOVE** (Color) Robert Stack Ursula Thiess Richard Stapley D—77 min.			(April Releases) **CASANOVA'S BIG NIGHT** (Color) Bob Hope Joan Fontaine Basil Rathbone Audrey Dalton C—86 min. (Rev. 3/1/54)						
Apr. 11	**THE DESPERADO** Wayne Morris W—(5426)		**HEAT WAVE** Alex Nicol Hillary Brooks D— (5310)	**RHAPSODY** (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)			**THE SAINT'S GIRL FRIDAY** Louis Hayward Naomi Chance D—68 min. (Rev. 3/17/54)				**LUCKY ME** (CinemaScope-Color) Doris Day Robert Cummings Phil Silvers M—109 min.
Apr. 18											

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

In the THEATRE Equipment World . . .

. . *with RAY GALLO*

THE Miracle Whirl Sales Co., Grinnell, Iowa, has introduced three new models of drive-in playground equipment—the Miracle Swing Set, the Merry Chair Ride and the Miracle Animal Slides. Claude W. Ahrens, company president, reports an important change in the design of the new swing frame which has fewer parts to handle and assemble than previous models. Heavy, cast-iron fittings are completely eliminated and the time required for erection is much less, he said. The frames are all-steel. The Animal Slides come in two heights—junior and senior sizes. The Merry Chair Ride is power-driven and has a canvas drop decorated with Masonite "fairy-tale" characters.

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Showing above the new rimless polarized glasses made by Depth Viewers, Inc., Cincinnati, for viewing 3-D films on wide-screens. The glasses are made of a new rigid "Polacoat-Polarized" plastic film heavier than that used previously. They have colored metal temple bars. The lenses have a curved styling designed to remove disturbing back reflections. The company also plans to make a 3-D clip-on model for patrons wearing correction glasses.

•

The acquisition of added manufacturing space by the Williams Screen Co., Akron, Ohio, has been announced by Harry C. Williams, president. Another plant located on Kenmore Boulevard has just been opened. The main plant is on Summit Lake Boulevard. Mr. Williams says the enlarged production facilities were made necessary by an increased demand for the new Williams "all-purpose" plastic silver screen.

•

Ed Lachman, president of Lorraine Carbons, Inc., of Boonton, N. J., has embarked on an extended trip in the Midwest. He will call on dealers and exhibitors with his new and improved Lorraine "Orlux" super-charged carbons produced for 3-D and wide-screen projection as well as drive-ins.

•

George H. Roderick, formerly vice-president in charge of operations for the American Seating Co., Grand Rapids, Mich., has been appointed Assistant Secretary of the Army by President Eisenhower. Associated for 33 years with American Seating, Roderick joined the firm upon graduation from the University of Michigan.

Sales Up 66% in '53 For GPE Equipment

Sales of motion picture theatre equipment and supplies by subsidiaries of General Precision Equipment Corp. in 1953 were 66 per cent greater than in the previous year, reaching the record level of $22,878,000, Hermann G. Place, president and board chairman of the corporation, reported last Thursday. The increase reflects the general improvement in the industry and the heavy demand for the new and improved equipment required to exhibit pictures in the various new forms in which they are being produced by the major studios, he declared.

Net Sales of $87,763,925

The annual report of the corporation issued to stockholders shows consolidated net sales of $87,763,925 for 1953 compared with $54,326,849 in 1952. Net income for the two periods amounted to $3,436,349 or $5.09 per share on 649,087 outstanding shares compared with $1,255,278, or $1.88 per share on 646,087 outstanding shares.

Israel Industry to Be Represented Here

Yehoshua Brandstatter, managing director of Israeli Motion Picture Studios, Ltd., has announced that he has completed negotiations for the formation of Israeli-America Motion Pictures, Inc. (ISRAM), with headquarters in New York. ISRAM will be headed by Samson R. Diamond and will represent Israel's largest motion picture studio in the United States, Canada, Central and South America. The new company will serve as liaison between the Israeli studios and producers interested in utilizing the facilities available for production, processing, titling and distribution of motion pictures, either for theatrical use or for television.

The studios, located in Herzlia, near Tel Aviv, are said to be fully equipped to handle all phases of film production. New sound stages have just been completed, and a fully equipped laboratory now makes it possible to process 35mm. and 16mm. prints completely in Israel, Brandstatter said. Heretofore, films produced in Israel required processing in other countries.

Legion Views Seven; Puts 2 in 'C,' 5 in 'A'

Two pictures in Class C and five in Class A comprise the latest group of films reviewed by the National Legion of Decency. In Class C are "Sensua Lita" and "La Ronde." In the case of the latter film the Legion has restated its original condemnation of Nov. 8, 1951.

In Class A, Section 2, are "The Eternal Mask," "The Lonely Night" and "Rails Into Laramie." The remaining two pictures, both in Class A, Section 1, are "Jungle Man-Eater" and "The Siege at Red River."

'Laramie' to Denver

Universal-International's "Rails Into Laramie" will have a territorial world premiere in Denver starting Wednesday. John Wayne, one of the stars of the picture, will make a series of personal appearances as a feature of the incidental promotion.

The Reeves Soundcraft Corporation

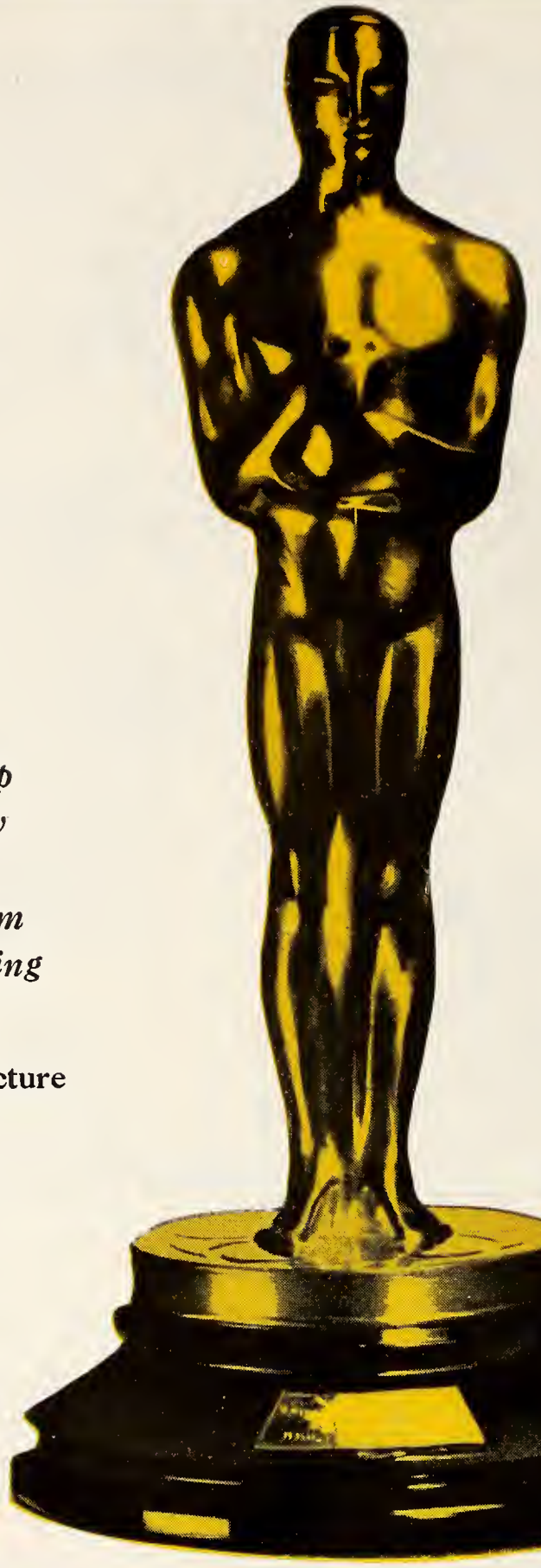
expresses its appreciation to the Academy of Motion Picture Arts and Sciences for its wonderful recognition and to its many friends among America's outstanding Sound Technicians for their wonderful cooperation in making possible this year's Academy Award for developing the process of applying strips of magnetic oxide to film for sound recording and reproduction.



Thanks

EDITH HEAD

☆



"In recognition of their imagination, showmanship and foresight, an honorary award has been voted to the 20th Century-Fox Film Corporation for introducing CinemaScope."

Academy of Motion Picture Arts and Sciences

CINEMASCOPE

In the Wonder of 4-TRACK HIGH-FIDELITY STEREOPHONIC SOUND

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 60 NEW YORK, U. S. A., TUESDAY, MARCH 30, 1954 TEN CENTS

Lower C'Scope Prices, New Camera Lenses Disclosed

Wide Effect Seen in Ohio Carrier Edict

Truckers Said to Be In Intra-State Status

COLUMBUS, O., March 29.—Film carriers are engaged in intra-state business, not interstate, declared James L. Fullin, Jr., attorney examiner for the Ohio Public Utilities Commission in reporting his findings in the complaint of Ohio theatremen against the Huntington-Cincinnati Trucking Lines. Discrimination, unjust rates and undue preferences among its customers were charged against the firm by a group of Ohio theatre owners and members of the Independent Theatre Owners of Ohio.

If Fullin's opinion is adopted by the Commission, the finding is expected to have widespread effect in the film trucking business, said Robert Wile, ITOO secretary. Fullin also found that the word "shipment" in the rate tariff meant all of the packages coming from one exchange to a theatre, not each package separately, as contended by the carrier.

Fullin, however, found that

(*Continued on page 3*)

Lichtman Scores 'Scope Opponents; Cites Guarantee

By MURRAY HOROWITZ

Those who oppose the CinemaScope medium were challenged here yesterday by Al Lichtman, 20th Century-Fox distribution head, to meet 20th-Fox's "unprecedented" policy of guaranteeing to exhibitors a profit this year with the showing of CinemaScope.



Al Lichtman

Lichtman, in a fighting speech at a 20th-Fox press conference at the Hotel Plaza, strongly defended the medium, citing its grossing performance. He firmly

(*Continued on page 4*)

20th-Fox to Demonstrate Developments; Guarantees Profit on C'Scope Dates; Welcomes New Processes to Battle Vs. TV

The reaction of 20th Century-Fox to new camera and projection processes demonstrated to the trade in recent weeks was given to a luncheon conference attended by approximately 75 representatives of the industry and lay press at the Plaza Hotel here yesterday by the top echelon of 20th-Fox executives.

Simultaneously, the following new CinemaScope developments were announced by Spyros P. Skouras, 20th-Fox president:

¶ Completion of seven new CinemaScope camera lenses of increased focal lengths providing greater flexibility, range and depth.

¶ Withdrawal of 20th-Fox from the marketing of CinemaScope projection attachments without as yet having recovered investments made in such attachments in launching CinemaScope.

¶ Reduction by Bausch & Lomb of the price of CinemaScope projection attachments to $547.50 for a small size unit and $597.50 per large-size unit,

(*Continued on page 5*)

$41,098,600 On 5 'Scopes

The first five CinemaScope productions of 20th Century-Fox have grossed $41,098,600 as of March 20, it was disclosed here yesterday by Al Lichtman, distribution director of 20th Century-Fox.

Lichtman, in his exposition of the box-office accomplishments of the medium since its introduction to the public on Sept. 16, 1953, cited statistical data gathered by the company. The five CinemaScope pictures grossing the $41,098,600 brought in a total of $20,374,330 as film rental to the company, according to the tabulation. The five pictures listed are: "The Robe," "How to Marry a Millionaire," "Beneath the 12-Mile Reef," "King of the Khyber Rifles" and "Hell and High Water."

The grossing performances of each

(*Continued on page 4*)



Spyros Skouras

Compromise Measure

TICKETS OF 50¢ OR LESS EXEMPT

Music Hall to Cut Prices Thursday

Radio City Music Hall will give the public the benefit of the reduction and readjustment of the Federal admission tax, Russell V. Downing, president and managing director, said yesterday.

The Hall will cut prices to conform with the new new tax law on Thursday, although the exact scales had not been determined late yesterday, pending clarification of certain intricate details.

On the other hand, the Roxy Theatre may retain the present scale. Dick Dickson, executive director, said that the extra income is needed by the house.

Loew's, Inc., has not yet established a policy concerning the 10 per cent

(*Continued on page 6*)

House-Senate Agree On Reducing Higher Priced Tickets to 10 Per Cent

WASHINGTON, MARCH 29.—House-Senate conferees on the excise tax bill agreed to exempt motion picture theatre tickets and other admissions costing 50 cents or less, and to reduce the present 20 per cent tax to 10 per cent on higher-priced tickets.

The changes would be effective Thursday.

Both House and Senate are expected to approve the conference bill tomorrow, and it will go to the President for signature. He must act on the bill before midnight Wednesday. All signs are that he will approve the measure, despite misgivings about

(*Continued on page 6*)

Only Top Product to Be Para.'s Policy

Exhibition yesterday was informed by Paramount that the company henceforth will deliver top product exclusively, "because theatremen want and need such pictures to make money."

A. W. Schwalberg, president of Paramount Film Distributing Corporation, and Don Hartman, Paramount Pictures executive producer, outlined this policy from the screens of 26 theatres in as many key cities to capacity audiences of exhibitors, film buyers, bookers and motion picture critics who attended the initial presentation of this week's nationwide PARAMOUNT PICTURES PAGEANT.

The two Paramount executives spoke to the audiences in specially

(*Continued on page 3*)

Highlights of CinemaScope News

Following are highlights of 20th Century-Fox' announcements on CinemaScope yesterday:

Seven new camera lenses developed.

Prices lowered on Bausch & Lomb projection attachments.

Twentieth-Fox withdrawing from marketing of projection attachments.

Demonstrations of product shot with new camera lenses and of stereophonic vs. single track sound in all exchange centers.

Guaranteed profit on CinemaScope bookings.

Twentieth-Fox support for all processes which help theatres compete with television.

Personal Mention

GEORGE WELTNER, president of Paramount International, returned to New York at the weekend from Hollywood.

•

HERBERT J. YATES, Republic Pictures president; VERA RALSTON (MRS. YATES), RICHARD ALTSCHULER and WILLIAM SAAL have arrived in London from the Continent.

•

PAT MCGEE, of the tax reveal committee of the Council of Motion Picture Organizations, is returning to Denver following a weekend in New York and Washington.

•

ROBERT S. WOLFF, RKO Radio managing director in Great Britain, and WALTER E. BRANSON, foreign sales manager, are on a one-week tour of the Continent.

•

LINN ABNER, daughter of BEN ABNER, Warner Brothers New York metropolitan branch manager, was married here Sunday to ARNOLD KUPPERSMITH.

•

KEN WINCKLES, of the J. Arthur Rank Organization, will leave here today for London on a B.O.A.C. Monarch, while BARRY JONES will leave on a B.O.A.C. Mayflower.

•

JOHN C. FLINN, Allied Artists advertising-publicity head, and WALTER WANGER, producer, have arrived in Hollywood from Chicago and Cincinnati.

•

MORRIS SAFIER, West Coast independent distributor for International Releasing Corp., is in New York from the Coast.

•

MRS. JACK (KATHRYN) MARSHALL, secretary to the manager of the Liberty Theatre, Portland, Ore., has returned there from California.

•

DR. JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., has returned to Beverly Hills from New York.

•

HENRY GINSBERG, producer, has returned to Hollywood from New York.

•

TODD BLAKE has been named assistant manager for the Oriental Theatre in Portland, Ore.

Polaroid Sees 3-D 'Growth' This Year

A "constructive growth" of 3-D public acceptance was indicated by the Polaroid Corp. in its annual report for 1953.

The report pointed to superior drawing power of 3-D versions as compared to "flat" showings of the same films in several trial cities.

In addition, the report stated 3-D pictures were profitable for Polaroid in 1953.

On all its enterprises, Polaroid reported a net profit of $1,415,021 in 1953, compared with $597,210 in 1952.

NATIONAL ALLIED NEWLY-NAMED REGIONAL VP's



Irving Dollinger



Jack Kirsch



Horace Adams



Ben Berger



Abe Berenson

Ben Marcus, president of Allied States Association, has named five regional vice-presidents for the purpose of bringing the various units closer together and to coordinate Allied activities in their respective territories. **Irving Dollinger** will head the New England, New Jersey, Eastern Pennsylvania and Maryland territories; **Jack Kirsch:** Michigan, Indiana, Illinois and Wisconsin; **Horace Adams:** West Virginia, Western Pennsylvania and Ohio; **Ben Berger:** Iowa, Nebraska, North-Central, Kansas-Missouri, Mid-Central and Rocky Mountain, and **Abe Berenson:** Mid-South, Oklahoma, Gulf States and Texas.

ALLIED CALLS TUSHINSKY LENS THE BEST BUY 'AS OF TODAY'

WASHINGTON, March 29.—"As of today," the Tushinsky SuperScope lens represents the best buy for exhibitors desiring wide-screen showings in either indoor or drive-in theatres, according to the "watchdog committee" of Allied States Association.

This decision was announced in a bulletin to Allied members from general counsel Abram F. Myers. The watchdog committee was appointed to keep an eye on new projection and sound processes. It consists of Wilbur Snaper, Sidney E. Samuelson, Irving Dollinger and Myers, and recently witnessed the New York SuperScope demonstration.

Myers said the words "as of today" were included in the watchdog committee's conclusion because "this is a fast-developing art and one never knows when something new will be announced that will excel all that has gone before."

In the same bulletin, Myers criticized Loew's for permitting foreign exhibitors to play CinemaScope pictures with Perspecta sound while requiring U. S. Exhibitors to install the more expensive stereophonic sound in order to get M-G-M CinemaScope films.

"This, it seems to me, has the effect to make second-class citizens of the American independent exhibitors," Myers stated. "I do not see how this can be explained on any theory except that there is a compact between Fox and Metro, or between either or both of them and the major circuits that have installed stereophonic sound, to the effect that the domestic commerce in CinemaScope pictures shall be burdened with costly stereophonic sound as a means of crippling the small independent theatres in their efforts to compete with the circuits. We sincerely hope there is some other explanation of Metro's queer attitude and we hope that it will be forthcoming soon."

Calls Plan 'Unholy'

Myers did, however, praise Loew's and Paramount for giving exhibitors the option of converting to Perspecta sound with respect to all Paramount films and to Loew's "nonCinemaScope" films. "The unholy plan to force all exhibitors to convert to CinemaScope with its trimmings of stereophonic sound and Miracle Mirror screens has been given the 'humpty-dumpty' treatment and can never be put together again," Myers declared.

'Draft Brewer' Move Growing: Schiffman

HOLLYWOOD, March 29.—Harry Schiffman, chairman of the committee favoring Roy M. Brewer for the presidency of IATSE, today stated that membership has more than doubled since formation of the committee was disclosed last week, and that $2,000 already has been pledged for campaign purposes. Schiffman said the IATSE Local 170, Pittsburgh, Pa., has voted unanimously to support Brewer for the office, and that several Hollywood locals have reacted favorably.

'Line' Day-Date in 174 Western Houses

HOLLYWOOD, March 29.—RKO Radio president James R. Grainger and San Francisco branch manager Joe Emerson today announced that "The French Line" will open day and date April 25 in 174 theatres owned by three principal circuits in Northern California, Southern Oregon and Northern Nevada. Bookings were made by M. A. Naify, for the United Circuit, George Mann for Affiliated Theatres and Joe Blumenfeld for the Blumenfeld circuit.

Reception for Press To Usher Festival Of United Artists

United Artists and the Museum of Modern Art will jointly hold a press reception at the guest house of Mrs. John D. Rockefeller III here on Sunday, the eve of the launching of the museum's five-month film festival to commemorate the film company's 35th anniversary which is being celebrated this year.

Lillian Gish, one of the earliest UA stars, will be the guest of honor, and other personalities of the silent film era also have been invited to attend.

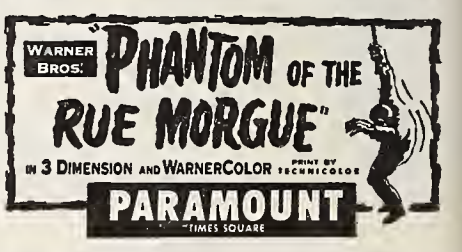
NTFC Names Hecht

Albert D. Hecht, sales and account manager of Bill Sturm Studios, has been named vice-president in charge of production of the National Television Film Council, Melvin Gold, president, announced yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"RHAPSODY"
starring ELIZABETH TAYLOR
VITTORIO GASSMAN JOHN ERICSON LOUIS CALHERN
Color by Technicolor - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



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Para. Policy

(*Continued from page* 1)

made short subjects that were included in the invitational Pageant's program, presenting "Elephant Walk"; Hal Wallis' "About Mrs. Leslie," and "Knock on Wood."

By the end of this week, the Pageant program will have been presented in a total of 34 key cities. Schwalberg and other Paramount sales executives yesterday attended the home office prevue theatre triple-feature showing in New York for metropolitan area exhibitors. Division and branch managers were hosts at the Pageant screenings in their respective territories.

In his filmed address that opened the day-long special screenings, Schwalberg characterized the three Pageant pictures as a confirmation of "the Paramount policy of pictures designed to meet the needs of every theatre in the land, from the 5,000-seat big-city theatre to the smallest small-town operation."

Points to Profitable Past

The Paramount distribution chief said that during the past year the company's "big pictures" policy proved profitable to Paramount and to exhibitors alike, and it was for that reason that the company decided to concentrate in the future exclusively on top drawer films—"big pictures, with the big name stars, big production values and big story properties."

Hartman, whose filmed address followed, substantiated Schwalberg's introductory address by pointing out the box-office ingredients in each of the pictures in Paramount's lineup.

AT LOCAL PARAMOUNT 'PAGEANT'



Among the exhibitors attending screening of three Paramount productions at the home office preview room yesterday were (left to right) Jack Hattem, Interboro Theatres; Al Suchman, Poughkeepsie, N. Y., theatre man, and Mort Lightstone, Island Theatres.

Donald Cedergren Dies

SAN DIEGO, Cal., March 29. — Donald Cedergren, 44, employee in the grip department at Warner Bros., for the past 19 years died here Friday.

Portland Organist Dead

PORTLAND, Ore., March 29.— Frank D. C. Alexander, 49, theatre organist and director of music, died at his home of a heart attack.

Carriers

(*Continued from page* 1)

the rates charged prior to June 15, 1953, were not subject to change because, he contended, they had been canceled by a new tariff placed in effect on June 15. The complainants dispute this finding. Wile said that the decision on the definition of shipment should lower rates considerably, if the PUCO adopts the Fullin report.

William V. Blake, ITOO attorney, said that Fullin's recommendation on the rates would permit "unreasonable charges, unjust discriminations and undue preferences and advantages instead of prohibiting them and promoting reasonable and legal charges." Fullin said that the increased rates are "just and reasonable" due to increased costs of operation. Fullin said that the firm should be required under PUCO regulations to render a bill of lading with each shipment.

Blake contends that the PUCO should find that cancellation of "legally published and filed rates" does not preclude the commission from determination of applicability of such rates to shipments made when the rates were in effect.

Publicists Party

New York's publicists and press agents will hold their second annual ball today at the Hotel Astor. Proceeds will go to the Publicists Guild journalism scholarship fund at Long Island University. Elliot Lawrence and his orchestra will play.

DANNY KAYE



KNOCK ON WOOD

A Paramount Picture • color by Technicolor

Ohhhhhhhh, Kaye!
Girls'll handspring,
coax, cajole—
even pay their
own way to get to see
SEVENTEEN'S APRIL PICTURE-OF -THE-MONTH!
Watch Kaye keep 'em
laughing . . . and
Seventeen keep 'em
going—to the movies!
Because the magazine
that sends teens
(and their friends,
and their families)
to more movies is . . .

seventeen

Lichtman Hits Opponents

(Continued from page 1)

outlined his conviction and the sentiments of the company that stereophonic sound is needed for CinemaScope presentation, hitting at those who would "bastardize" the medium.

"We have had the courage to establish an unprecedented condition in this business," he declared. "We guarantee exhibitors that they shall make a profit with the showing of CineScope pictures this year. We did it with our eyes open, feeling that CinemaScope was established primarily for one purpose—to improve business," he continued.

Lichtman, in explaining 20th-Fox "guarantee" policy to exhibitors, as previously carried in MOTION PICTURE DAILY, stated that 20th-Fox would review the rental terms of CinemaScope pictures if the exhibitor finds that he has not made a profit in his exhibition.

'We Bank the Future'

The distribution director, in addition, cited the CinemaScope plans of other studios, putting the number of CinemaScope pictures now in release, under production, or planned at 75. These, he added, "represent the best productions of each company," observing that "we bank the future of this business on CinemaScope."

Lichtman took cognizance of those that object to CinemaScope, claiming that the only objections arise from exhibitors who claimed equipping costs were too high. He went on to say, however, that once a complaining exhibitor had installed CinemaScope, he had become a champion of the medium. "We have not had one complaint from those theatres which have installed CinemaScope," Lichtman declared. He put the number of such CinemaScope installations at 2,793 in the U. S. and Canada as of March 20.

Stressing the strides made by the company in helping to reduce equipment costs to exhibitors, Lichtman said that the actual cost of stereophonic sound equipment has been "greatly reduced" in cost, particularly in small theatres. Presently, he stated, some firms may sell the sound equipment for as low as $2,900.

Quotes Figures on Cost

With the new price reduction in the Bausch and Lomb lens, it is now possible to fully equip a small theatre for as little as $5,000 or $6,000, including the cost of installation, Lichtman declared. The distribution director made it clear that he thought stereophonic sound presentation is just as vital, if not more vital, in small houses for CinemaScope presentation. "We do not get one penny from any sound manufacturer," he added.

Lichtman acknowledged that many exhibitors, including drive-in owners, have made a "terrific effort to get us to recede from our position of insisting upon the full equipment of stereophonic sound, proper screen and anamorphic lenses. They have asked us to permit them to show our CinemaScope pictures any way they see fit."

"We would be rendering them the worst possible disservice if we acceded to their demands," Lichtman declared, explaining that such a move would be at cross-purposes with 20th-Fox's purpose in launching CinemaScope. That purpose, as defined by Lichtman, was "to improve the business of the theatres by enabling them to show better entertainment."

Lichtman also enunciated 20th-Fox policy regarding double-bills. "With

(Continued on page 6)

75 'Scope Pictures From All Sources

Seventy-five CinemaScope pictures are either in release, completed and ready for release, in various stages of production, or planned for early filming, it was disclosed here yesterday at the 20th Century-Fox conference at the Hotel Plaza.

In addition to 20th-Fox, the following companies were listed as having CinemaScope plans, some of which already have materialized in a CinemaScope release. They are: Warner Brothers, Metro-Goldwyn-Mayer, Universal-International, Columbia, Walt Disney Productions, United Artists and Allied Artists.

Twentieth-Fox, according to the announcement, has eight CinemaScope films in release, including the impending release of "Prince Valiant," four completed, two in production and 16 scheduled.

Warner Brothers CinemaScope plans were put as follows: two in release, four completed, one filming and seven scheduled. For M-G-M, two CinemaScope films in release, three completed and 10 scheduled. Universal-International was listed as having completed two CinemaScope productions. Columbia was said to be filming three in CinemaScope, with five more scheduled for production. Walt Disney was listed for three, United Artists for two and Allied Artists for one.

New Outlook for Stereo Sound Test

If the industry overwhelmingly rejects stereophonic sound, 20th Century-Fox will "give every consideration" to the possibility of giving up the four-track magnetic sound system, Spyros P. Skouras, president, declared here yesterday.

He made the declaration in connection with his announcement that 20th-Fox will approach Theatre Owners of America and Allied States Association once again for a series of demonstrations on stereophonic sound compared to optical sound. He said that M-G-M's sound system, Perspecta Sound, would not be included in the projected test.

With the cooperation of Allied and TOA, Skouras expressed hope that committees would be selected in each exchange area "to bring in their own findings."

'Robe' Tops 'Snows' By 400% Overseas, Says Silverstone

In the foreign field, "The Robe" gross has been 400 per cent greater than 20th Century-Fox's previous record grosser "Snows of Kilimanjaro," Murray Silverstone, 20th-Fox vice-president, declared here yesterday.



M. Silverstone

The public abroad prefers CinemaScope, Silverstone told the 20th-Fox conference at the Hotel Plaza. He said that only in Britain, of the 22 countries he recently visited on his world tour, were there any objections to the medium. These objections, he added, came from British exhibitors who thought stereophonic sound equipment costs were too high. He said that steps are being taken in Britain to bring costs down through the licensing of local manufacturers to make CinemaScope equipment.

Silverstone reported that another 400 theatres in the foreign field have installed CinemaScope, in addition to the 600 already reported. Citing the performance of "The Robe," Silverstone said that it has grossed $4,335,000 in 79 first-run situations, 59 of which have completed its run.

Sponable Tells of Improved New Lens

The development of an improved anamorphic taking lens was announced here yesterday by Earl I. Sponable, 20th Century-Fox research director.



Earl I. Sponable

The new lens, he said, will improve the definition of CinemaScope pictures, in addition to giving the director greater flexibility.

Herbert Bragg, in his address to the 20th-Fox conference, upheld the superiority of the magnetic stereophonic sound system as compared to any optical system.

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Sees Drive-ins Won Over to C'Scope

A forecast that drive-in theatres throughout the U. S. will get on the CinemaScope bandwagon, installing stereophonic sound, was made here yesterday by Al Lichtman, 20th-Fox distribution director.

Lichtman, in response to a question on the drive-in situation, predicted that drive-in owners will follow the pattern set by conventional theatre owners. He estimated that of the more than 2,700 exhibitors now equipped for CinemaScope, 2,000 originally objected to the expenditure involved in purchasing equipment. Once they risked it, Lichtman went on, they were more than satisfied.

The distribution director said that since the first opening of a CinemaScope production in Salt Lake City, he has received many requests from drive-in operators on how to make ready for CinemaScope. He also read a telegram from drive-in operator Claude Ezell of Texas. The telegram told of the enthusiastic reception afforded last Friday in Dallas to the drive-in showing of "Prince Valiant," attended by many drive-in operators participating in the Variety convention there.

"Progressive" drive-in operators, Lichtman predicted, will install CinemaScope equipment.

Five in CinemaScope

(Continued from page 1)

of the five pictures was broken down in the tabulation and compared with conventional pictures of similar magnitude and content. The comparison purported to show the superior grossing power of the CinemaScope medium.

Here is the performance of each of the five CinemaScope films as of March 20, as compiled by 20th-Fox:

¶ "The Robe," which has been in release 25 weeks, grossed $24,600,000 in 1,370 bookings and furnished a film rental of $13,263,238. "Gone With the Wind," was listed as the comparable 2-D feature and the tabulation gave its film rental for 52 weeks in 5,450 bookings at $13,500,000.

¶ "How to Marry A Millionaire," 18 weeks in release, grossed $8,500,000 in 813 bookings, resulting in film rentals of $3,728,001. This performance was compared to "Gentlemen Prefer Blondes," in 2-D, which in 34 weeks in 10,418 bookings offered a film rental of $4,433,981.

¶ "Beneath the 12-Mile Reef," in 13 weeks, grossed $3,872,000, in 454 bookings, bringing $1,558,006 in film rentals. The comparable 2-D film, "Anne of the Indies," brought in a film rental of $1,271,400, after 123 weeks and bookings in 14,117 situations.

¶ "King of the Khyber Rifles," in 12 weeks, grossed $2,653,000 with 473 bookings, furnishing a film rental of $1,306,346. "Pony Soldier" was listed as the 2-D comparison for this one, furnishing film rentals of $1,622,000 after 14,703 bookings and 69 weeks in release.

¶ "Hell and High Water," in four weeks, grossed $1,473,600 in 99 bookings, bringing a film rental of $518,739. This was compared to the 2-D "Destination Gobi," which in 52 weeks, in 12,004 bookings, furnished a film rental of $1,048,124.

These over-all figures were further documented by a separate tabulation of theatre grosses, comparing the active and completed engagements. In addition, a five-page statistical picture of the experience of individual theatres playing CinemaScope product was offered as evidence of the drawing power of the medium compared to 2-D.

CINEMASCOPE DEVELOPMENTS CITED

New Advances For C'Scope, Press Told

(Continued from page 1)

or $1,095 per small pair and $1,195 per large pair.

¶ The scheduling of demonstrations here and abroad in the next 30 to 40 days to exhibit advances in forthcoming 20th-Fox product made possible by the new CinemaScope camera lenses.

¶ Simultaneous demonstrations of the difference between four-track magnetic stereophonic sound and single track optical sound.

Skouras and other company officials emphasized repeatedly that 20th-Fox "welcomes" the introduction of new processes and techniques which will help win and hold public interest for motion pictures in the competitive battle with television.

At the same time, they left no doubt that in their minds CinemaScope has no rival on the scene yet. The company's policy, Skouras said, is that if anything better than CinemaScope appears, they will support it.

Both he and Al Lichtman, director of distribution, declared that the company has achieved a certain leadership by now and intends to keep it. They reiterated that 20th-Fox guarantees a profit to any exhibitor who plays its CinemaScope pictures this year.

"Let anyone who is opposed to CinemaScope match 20th-Fox's offer in that regard," said Lichtman.

Top Executives Heard

Other company executives who addressed the press representatives were W. C. Michel, executive vice-president; Maurice Silverstone, president of 20th Century-Fox International; Earl Sponable, head of the company's research department, and Herbert Bragg, assistant to Sponable. Charles Einfeld, vice-president, opened the meeting, presenting Skouras as the first speaker. Highlights and reports of the remarks by each of the company executives are published elsewhere in this issue.

Skouras prefaced his announcements by saying:

"For six long years, there has been an alarming decline in boxoffice receipts and thousands of theatres have been closed or destroyed.

"For six heartbreaking years, the inroads of free home television have played havoc with the careers of men who have given lifetimes of service to our industry only to lose their earnings and savings in the struggle to stay in business.

Urges 'Superior Entertainment'

"For six terrible years, each year has made it plainer that we were not adequately meeting the competition of television with the kind of superior entertainment that could check the downward trend.

"With the enthusiastic reception accorded Cinerama, in October 1952, the public served notice that a better form of film presentation was imperative.

"Its success intensified our own long and untiring search for a new form which would be practical for theatres of any size or shape. In December of 1952 we came upon CinemaScope.

"In developing CinemaScope, we have had only one goal: to bring back the large masses of people to the motion picture boxoffice. Our aim at all times has been to keep the theatres of the world prosperous and open, because we know that their welfare is our own welfare and their success is our own success.

"We place the entire assets of our corporation behind our conviction that CinemaScope would serve to bring a lasting and golden era to our business.

"Our company is dedicated to the survival and continuing health of theatres everywhere. CinemaScope has made this not just a hope but a reality. Every theatre in the United States which has played a CinemaScope picture has made a profit.

"We have said before and we now re-state that 20th Century-Fox guarantees a profit to every exhibitor on every CinemaScope picture.

"This kind of blanket assurance is without parallel in the motion picture industry. It is living proof that we have the same unswerving faith and confidence in CinemaScope today as we had the day we first saw it. CinemaScope is the means to insure the future of the motion picture industry.

"Because we are so dedicated to the welfare of the motion picture industry, we welcome any and all new developments which may contribute to the common goal. Everyone who has something to contribute; every new development for the good of the industry is wecome. We must remain open-minded and no one must be discouraged from advancing our industry's techniques. So let us unite and not lose sight of the common goal.

"We know that the advent of CinemaScope placed the industry on the road of confidence. The public again has become motion-picture minded. Their interest has been renewed and motion pictures have again become an important part of their daily lives.

"Every day there are new reports of increasing business at the movie theatre boxoffice. We are continuing to do everything possible to assure the continuing upward trend which has been so evident since 'The Robe' was launched.

"Immediately after seeing the first rough cut of 'The Robe,' on June 22 of last year, we charged the Bausch and Lomb engineering department with the development of additional CinemaScope lenses which would provide even greater flexibility, range and depth of field.

"Our goal is photographic superiority such as has never before been seen."

Skouras said the focal lengths of seven new CinemaScope camera lenses developed by Bausch & Lomb range from 13mm. to 152mm. or, in terms of horizontal field angles, from 122 degrees to 18 degrees inclusive. They will be made available to other producers, he said.

Skouras paid special tribute to Cinerama as the process which demonstrated the urgent need for an acceptance by the public of new methods of motion picture entertainment. He also cited such more recent developments as SuperScope and Super Panatar in the variable anamorphic lens field and stressed the contribution of Robert Gottschalk's Panatar process to variable projection.

Although he has not yet seen VistaVision, Skouras said he had heard reports that it is a worthy contribution to photographic clarity of motion pictures.

Skouras congratulated those leading producing organizations which have joined with 20th Century-Fox in recognition of the vital role of CinemaScope in keeping theatres prosperous and open with a steady flow of great boxoffice attractions.

At CinemaScope Luncheon



Spyros Skouras, 20th Century-Fox president, standing, center, tells press representatives of new CinemaScope developments at Plaza Hotel luncheon conference here yesterday. Others shown, left to right: W. C. Gehring, Herbert Bragg, Murray Silverstone, Charles Einfeld, W. C. Michel, Earl Sponable. Also in photo at left of Skouras, obscured is Al Lichtman.

HIGHLIGHTS OF SKOURAS'S TALK

Here are highlights of the address of Spyros P. Skouras, 20th Century-Fox president, at yesterday's press conference at the Hotel Plaza, called, Skouras said, to "clear the atmosphere."

"We have a certain lead in this industry and we intend to keep it in all the media.

"Every one of the new media, with the exception of (Paramount's) VistaVision is based on the anamorphic" principle. "Even with VistaVision, in order to popularize (that system), they will use anamorphic." Skouras, in the latter remark, referred to the projected use of the Tushinsky SuperScope lens with VistaVision.

"However, our role is not to criticize, but to welcome" new innovations.

"Any system that can give support to the industry, we'll back 100 per cent. If we are honest, we also must be broadminded and anything better than CinemaScope we must support. That's the policy of 20th Century-Fox."

"In London, (while) fighting with exhibitors for stereophonic sound, I received 100 letters and telegrams (telling of the) importance exhibitors in the U.S. attach to CinemaScope."

"CinemaScope to become effective had to compare with Cinerama."

"$15,900,000 has been invested in the development" of CinemaScope by 20th-Fox, the development as related to equipment, lenses, screens and stereophonic sound. In the latter respect Skouras went on to say that although 20th-Fox has not recouped all of its investment in equipment as yet, the company has recommended to Bausch and Lomb that it reduce the price of its lenses as of April 1.

"Now, definitely, we're going to have demonstrations" of stereophonic sound compared to simple optical sound.

Press Pleased with 20th-Fox Service

The approximately 75 press representatives who, with 20th Century-Fox executives filled the Crystal Room of the Hotel Plaza here yesterday to capacity at the luncheon press conference on CinemaScope developments were outspoken in their praise of arrangements made to supply them with detailed background on CinemaScope history and current data. Press releases on the newest developments were augmented by complete reference material on phases with which lay press writers in particular were not too well acquainted.

Arrangements were planned well in advance by the company's publicity staff under the direction of Charles Einfeld, vice-president.

Lichtman

(*Continued from page 4*)

CinemaScope," he declared, "we're trying to kill double bills," maintaining that the twin bill has never been liked by the public. With one or two exceptions, CinemaScope pictures have been played alone, with adequate short subjects, Lichtman added. The coupling of a "superior" film with an "inferior" one was disclaimed by the 20th-Fox executive. "We hope 'progressive exhibitors' will refuse to couple CinemaScope pictures," Lichtman declared, parenthetically admitting that in the few occasions it did occur, legal steps were impossible to prevent it.

Lichtman reiterated 20th-Fox's policy of aiding small exhibitors who wish to equip but do not have the ready cash. In no instance, Lichtman declared, where 20th-Fox has been asked to help the exhibitor gain long-term credit, has the company failed the exhibitor.

In going over the gross figures for CinemaScope productions, he estimated that "The Robe" will gross in the U. S. and Canada about $30,000,000 in film rentals.

In conclusion, he credited CinemaScope with saving the industry from "despair."

Lauds Manufacturer For 'Scope Success

Tribute to theatre equipment manufacturers and dealers for making CinemaScope a success was paid here yesterday by William C. Michel, executive vice-president of 20th Century-Fox.

"Without the help of the equipment companies, we could not go anywhere," Michel told the 20th-Fox conference at the Hotel Plaza. Michel related how he had to draw on his previous experience as an equipment executive to launch the medium. Michel, who said he has spent 40 years in the business, the last 25 with 20th-Fox, declared that the development of CinemaScope "has not been a one-man job."

Telling how he had been called upon by president Spyros P. Skouras to tackle the equipment problems, Michel gave the major credit for the success of CinemaScope, both at the box-office and on the equipment level, to Skouras. "He had the vision and responsibility. I went along to help to do it," Michel declared.

Music Hall

(*Continued from page 1*)

drop in the excise tax. "We will study the situations carefully before rendering a decision on box office prices," Eugene Picker, head of Loew's New York operations, said.

However, most of the other independent theatre and circuit operators are unsure as to their actions. Many operators feel that the added income should be put to use in the upkeep of the theatres.

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Television--Radio

By SID CAESAR

(Guest Columnist for Pinky Herman, who is on vacation)

THERE are 10,000,000 television writers in America. The reason I can give you figures is because I've heard from all of them, not counting newcomers in today's mail. No sooner had it got around that I was going to do a new type of show next year than my mail got like Montgomery Ward's. Last year the New York post office cleared $30,000,000. On my mail alone this year the postmaster is beginning to ride the help about what happened to business last year.



Sid Caesar

The best thing about this mail is that it all comes from nice people, anxious to help me get ahead. You got to like people who wish you well. But maybe they're too nice to be writers.

Take this girl who sent me an idea from Oklahoma. She said since I was changing shows she wouldn't hold it against me for making people laugh on "Your Show of Shows." Her letter said, "The one thing people understand best is adversity. It touches their own experiences. I hope you will do the sketch I enclose."

The moral of her little story was that the less you've got, the happier you are. On my way home, just to test it out, I gave my overcoat to a panhandler. He had so much adversity he was nice enough to take it, which proved the girl's point. But on a cold day adversity didn't send me.

☆ ☆ ☆

Another contributor sent me six pages of comedy dialogue between a biochemist and a geomorphologist, both talking shop. The author's idea was that there's nothing funnier than two people misunderstanding each other. I couldn't give his sketch a fair test because I didn't understand the character that was supposed to be me. One of the first things I learned in this business is that things go better when you know what you're supposed to be saying.

Two girls collaborated on a big idea to give me a permanent character. I'd be a bashful lover. They had me so bashful I didn't get to meet the girl till the ninth show, and all that time she's getting salary. By the time I'd read up to the place where the guy does meet the girl, I hated myself. I couldn't respect a girl who'd go for me. I didn't want a girl that dopey. I told the authors how I felt about it, so they said they didn't mind turning the thing around and have the girl chase me. I asked them where that left the bashful lover. They said there was no law that he had to be bashful.

The dilly of all had me playing a four-flushing lion-tamer, going around in a skin costume with my chest stuck out. I get my comeuppance when they switch the toothless old lion and get me in a cage with a man-killer. "Once you're in there," the author said, "anything you do the audience will like." I told him to send the script to the lion, who being the star probably had a contract giving him story approval.

☆ ☆ ☆

A man in North Dakota, who said he was no writer, offered me free a comedy bit based on an experience of his uncle. His uncle had fallen off a haystack and hurt his back. He spent $50,000 going from doctor to doctor and getting no relief for his back. He finally went to an analyst who told him he hadn't really fallen off a haystack but only wanted to fall off because he hated his father. The uncle still wanted to know what made his back hurt. "Well," says the analyst, "I'd have to analyze your father to find that out." I turned that script down. I don't want to have anything to do with a fellow who won't give his uncle, his own flesh and blood, a punch line.

Another well-wisher came up with a season's program that had me talking be-bop for thirty-nine weeks. The be-boppers only got words for four weeks at the most.

Actually, a lot of the ideas that came in the mail were very sound and very well presented. But a television show must be planned on something better than chance contributions. It must be built as solidly as a building, paced not to one show, or one set of laughs, but to a continuing performance that can be expected to grow and widen its audience every week.

Some of the suggestions were quite as cockeyed as the ones I've listed, and almost all of them would require hours. But it was very heartwarming to get them. It's one of the gratifying returns to the television performer that his audience gets concerned about him and tries to give him the good life.

New Tax Rate

(*Continued from page 1*)

the extent of the reductions it makes in the admissions tax and other excise rates.

Officials of the Council of Motion Picture Organizations were jubilant over the conference action, and were huddling to decide whether to ask exhibitors to bombard the White House with telegrams urging approval of the bill.

The bill that originally passed the House reduced the 20 per cent tax to 10 per cent in all cases, with no exemption for lower-priced tickets. The Senate-approved bill contained an exemption for tickets costing 60 cents or less and a reduction to 10 per cent for the higher-priced tickets.

COMPO had originally asked only the exemption for tickets of 50 cents or less that was finally approved by the conferees. This gave rise to the suspicion that the Senate had deliberately boosted the amount to 60 cents so as to be in a better trading position in the final House-Senate conference.

Committee officials estimated that the admissions tax provision as finally approved would cost the Treasury about $190 million a year in admissions tax revenue.

The conferees went along with COMPO in another important respect: The tax rate on the higher-priced tickets would be one per cent for each 10 cents or major fraction, as provided in the Senate bill. The House bill had made the rate one cent for each 10 cents or fraction even if the fraction were a minor fraction. COMPO had argued this would be especially important with respect to children's admissions and tickets for smaller theatres.

Another provision of the final bill would permit refunds of tax on tickets bought before April 1 for admission after April 1.

The conferees voted to keep the present 20 per cent tax on roof garden and cabaret bills. The House had voted to cut it to 10 per cent, but the Senate voted for 20 per cent and the conferees adopted the Senate version.

Both House Ways and Means Committee chairman Reed (R., N. Y.) and Senate Finance Committee chairman Millikin (R., Col.) said they planned to call up the conference report in the House and Senate tomorrow, and that they were sure it would be approved. Both indicated they expected the President to sign the bill.

Expects President to Sign

Senate majority leader Knowland had said he thought the President would approve the bill if it were not too different from the original House bill. The original House bill would have cost the Treasury $912,000,000 a year; the conference bill would cost $999,000,000 a year.

"Lucky Me" Premieres

MIAMI, March 29.—"Lucky Me," Warner Bros. CinemaScope musical, premieres here Wednesday in three Greater Miami theatres with Robert Cummings, Phil Silvers and Nancy Walker on hand for the film openings at the Paramount Theatre here, Beach Theatre, Miami Beach, and Gables Theatre, Coral Gables.

FIRST IN FILM NEWS

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VOL. 75. NO. 61 NEW YORK, U. S. A., WEDNESDAY, MARCH 31, 1954 TEN CENTS

'MAJOR FRACTION' 6¢ OR MORE

WASHINGTON, March 30.—One point which, apparently, is causing confusion to many exhibitors in their interpretation of the conference excise tax bill passed by the House and Senate is exactly how the tax would be applied to the higher-priced tickets. The bill provides that the tax on tickets costing more than 50 cents will be one cent for each 10 cents or major fraction. A major fraction, Congressional tax experts ruled, is six cents or more. Thus, a 54-cent ticket would be taxed five cents, a 55-cent ticket would be taxed five cents, but a 56-cent ticket would be taxed six cents.

$2,382,770 Increase

20th-Fox '53 Earnings Climb to $4,560,887

Consolidated 20th Century-Fox net earnings of $4,560,887 for the year ended Dec. 26, 1953, an increase of $2,382,770 over the previous year's net earnings, was disclosed here yesterday in a report to 20th-Fox stockholders.

The net earnings for the 1953 third quarter amounted to $3,127,850 as compared with $900,849 for the fourth quarter of 1952, the report stated. It was during the fourth quarter of last year that 20th-Fox realized its big film rental earnings on "The Robe" and such subsequent CinemaScope productions as "How to Marry A Millionaire."

The $4,560,887 earnings in 1953 amounted to $1.65 per share on the 2,769,486 shares of outstanding common stock, it was stated. Comparable operations for 1952 showed net earnings of $2,178,117 which amounted to 78 cents per share, the report continued. The 1952 earnings, it was added, did not include a special credit arising from a change of accounting procedure with respect to foreign operations and the operations of domestic theatre subsidiaries, which were separated on Sept. 27, 1952.

According to the company's comparative consolidated profit

(*Continued on page 6*)

Silverstone, Norris Moved Up by 20th

The promotion of Arthur Silverstone to assistant general sales manager of 20th Century-Fox was announced yesterday by Al Lichtman, distribution director.



A. Silverstone

At the same time, Glenn Norris, Atlantic division sales manager, was promoted to Eastern sales manager, the position which Silverstone previously held. Appointments become effective Monday.

A veteran sales executive, Silver-

(*Continued on page 6*)

Disney-ABC Pact Talks Continue

Negotiations are reported continuing between Walt Disney and American Broadcasting Co. on a projected TV program.

Details of the alliance is yet to be announced but it was learned that the network plans to start in October a weekly one-hour show which Disney will produce. Roy Disney, president of Walt Disney Productions, and Robert E. Kintner, president of ABC, are negotiating the terms of the pact.

Signature Assured

TAX BILL GOES TO PRESIDENT TODAY

House and Senate Okay Measure by Votes Of 395 to 1 and 72 to 8

WASHINGTON, March 30.—Both House and Senate speedily approved the conference excise tax bill today, sending it to the White House.

The President is expected to sign the measure tomorrow, paving the way for the new rates to go into effect on Thursday, as provided in the bill.

The measure would exempt motion picture theatre tickets costing 50 cents or less, and would reduce the present 20 per cent tax to 10 per cent on the higher priced tickets.

The House took just about one hour to pass the conference bill by a 395 to 1 vote. The Senate approved the bill 72 to 8 after about the same amount of time.

House Speaker Martin (R., Mass.) said he was sure the President would approve the measure, since "I don't know what alternative he has." Observers were also attaching significance, as an indication of the President's attitude, to statements by

(*Continued on page 7*)

Starr 'Warning'

Sees 'Threats' Of Losing Out In Ticket Tax

A "solemn warning" to exhibition that it guard the projected Federal admissions tax cut from being exploited by local governmental agencies was issued here yesterday by Alfred Starr, former president of Theatre Owners of America.

Starr, coupled the "solemn warning" with a second admonition, which he called a "worse threat." Distribution, he charged, will accept the tax reduction as a "signal to increase film rentals." "They," Starr charged, referring

(*Continued on page 7*)

Foreign Trade Plan Backed by Industry

WASHINGTON, Mar. 30.—President Eisenhower called on Congress to enact a "realistic and bold" program to stimulate international trade.

Motion Picture Association president Eric A. Johnston and other film industry officials have supported a more liberal U. S. trade policy, and experts have generally agreed that the film industry, with its heavy dependence on foreign markets, would

(*Continued on page 7*)

Hughes Wins Suit Tried in Nevada

The RKO Pictures minority stockholders suit against Howard Hughes and others, pending in Las Vegas, Nev., was dismissed yesterday by the District Court of Nevada, it was learned here yesterday from a spokesman for the legal firm of Donovan, Leisure, Newton and Irvine, representing RKO Pictures in the action.

Plaintiffs in the suit, charging

(*Continued on page 6*)

'Knock on Wood'

[*Dena Prod.—Paramount*]

JAM-PACKED with entertainment over its full 103-minute route, "Knock on Wood" has all the earmarks of good news and lots of it for big and little theatres, for cosmopolitan and rural audiences, and for the family as much as for those who buy tickets singly or in twos.

Danny Kaye as the focal point of a story of foreign intrigue, tailored to his fine comedy and musical talents, gives one of his top performances. Romantic interest is supplied effectively by Mai Zetterling, who is sure to increase her American following enormously with her quietly charming performance as a lady psychiatrist intent upon curing Kaye, yet having a repression herself which he discovers and eventually cures.

The story by Norman Panama and Melvin Frank is loaded with reverse twists of that kind which heighten the entertainment content and keep the pace fast and interest high. The Panama-Frank team also

(*Continued on page 6*)

BOT Withdraws Bid On Title Fight

Box Office Television, Inc., has withdrawn its bid to televise the June 17 title fight between heavyweight champion Rocky Marciano and Ezzard Charles via a closed theatre television circuit, a BOT spokesman said yesterday.

The International Boxing Club is reported seeking $155,000 for the TV rights for the Yankee Stadium bout.

Personal Mention

DAVID GOLDING, advertising-publicity director for Samuel Goldwyn Productions, left here last night for Chicago.

•

STANLEY KRAMER will represent the late Morton Thompson, author of "Not As a Stranger," on "The Author Meets the Critics" over the DuMont television network on Sunday.

•

JACK CUMMINGS, M-G-M producer, will arrive in New York today aboard the "Queen Mary," and will leave here Friday for the Coast.

•

DAVID CANTOR, RKO Radio exploitation manager, and HERMAN KING, of King Brothers Productions, will leave New York tonight for Chicago.

•

DON HARTMAN, Paramount executive producer, has arrived in London from New York on a tour of the company's overseas offices.

•

MIKE SIMONS, head of M-G-M exhibitor relations, will return to New York today from Biloxi, Miss.

•

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, left here yesterday for North Carolina.

•

KURT NEUMANN, director, will leave New York today for Rio de Janeiro.

•

ANATOLE LITVAK, producer, will arrive in New York today for a brief stopover enroute to Europe.

•

JACK LORD, film and TV actor, has been signed for representation by Famous Artists Corp.

•

VICTOR SAVILLE has arrived here from the Coast.

Skouras Is Host at Red Cross Luncheon

Spyros Skouras, president of 20th Century-Fox, yesterday was host at a luncheon launching the industry's division drive for the Red Cross campaign at the Metropolitan Club here. The industry's quota is $44,600 in the drive for New York City's goal of $5,900,000.

Speakers were Leroy Lincoln, chairman of the board of the Metropolitan Life Insurance Co., who represented E. Roland Harriman, national chairman of the American Red Cross; Samuel Krakow, Red Cross liaison officer who recently returned from Korea, and Phyllis Hill, of "The Fifth Season" and a motor service volunteer.

Arthur L. Mayer, of the Council of Motion Picture Organizations, spoke on his experiences as a Red Cross worker in the Far East during the war, after which pledges of aid to the drive were voiced by Harry Brandt, Emanuel Frisch and Samuel Rinzler.

Also on the distaff side, a short talk was given by Vanessa Brown, star of "The Seven Year Itch."

UK 'Lab' Inquiry Committee Named

LONDON, March 30.—A committee to investigate the dispute within the laboratories segment of the industry has been appointed by the Labor Minister. The committee consists of D. J. Jack, professor of economics, Durham University; A. J. Espley, drug company executive, and G. B. Thorneycroft, former trade union secretary. The committee will start its inquiry immediately. Meanwhile, the laboratories resume work on Thursday.

Strausberg to Head UJA Exhibitor Group

Solomon M. Strausberg, of the Interboro Circuit, has been appointed chairman of the independent exhibitors committee for the current United Jewish Appeal campaign.

Adolph O. Schimel, vice-president, secretary and general counsel of Universal Pictures Company, made the announcement.

Many Groups Represented

Committee members and the major independent theatres they represent, are: Herman Becker, Rugoff & Becker; Harry Brandt, Brandt Theatres; William Brandt, Brandt Theatres; Max A. Cohen, Cinema Circuit Corp.; Edward L. Fabian, Fabian Theatres; Emanuel Frisch, Rinzler & Frisch; J. Joshua Goldberg, Raybond Theatres; Julius Joelson, J. J. Theatres; Harold J. Klein, J. J. Theatres; Walter Reade, Jr., Walter Reade Theatrical Enterprises; Harold Rinzler, Rinzler & Frisch; Samuel Rinzler, Rinzler & Frisch; Donald Rugoff, Rugoff & Becker; Herman Schleier, Independent Theatre Organization of America; Fred Schwartz, Century Management Corp.; George P. Skouras, Skouras Theatres Corp.; Spyros Skouras, Jr., Skouras Theatres Corp.; Morton Sunshine, The Independent Film Journal.

Moss Heads Purchasing

Charles Moss, of B. S. Moss Corp., will again head the purchasing agent's section of the division. Helping Moss as chairman of their companies are Herbert L. Smith, Columbia; Dan Smolen, 20th Century-Fox; Herman Maier, Paramount; Robert Schwartz, United Artists; Ethel Black, Universal, and Charles Beigel, Loew's.

Art Arthur Starts Leave From MPIC

HOLLYWOOD, March 30. — Art Arthur flew to Washington today to confer with Pentagon officials on material for an untitled Air Force rescue picture to be produced by Ivan Tors Productions.

Arthur joined Tors Productions as executive associate after taking three months leave of absence today as executive secretary for the Motion Pictures Industry Council.

Perspecta Sound for All Loew's Houses

In the wake of recent announcements by both M-G-M and Paramount that future productions which are to be projected at aspect ratios of 1:66 to 1, 1:85 to 1, and 2 to 1 will be recorded through the new Perspecta stereophonic optical sound system, all Loew's Theatres, both in New York and throughout the U. S. and Canada, will begin the installation of Perspecta reproducers shortly.

Developed by Arthur Loew

This is the system developed by Arthur M. Loew, president of Loew's International. It is the intention to complement the new screen ratios with the highest fidelity sound. Target date for the public introduction of the new equipment is about June 1, by which date it is expected that all installations will have been completed.

According to Joseph R. Vogel, vice-president in charge of Loew's theatre operations, since all Loew theatres have already installed stereophonic sound, the new scheme will require only the installation of one small, inexpensive Perspecta "integrator" unit in each projection booth. Sound will reach the three speaker horns over the present stereophonic wiring system. No changes will be necessary in the regular projection sound heads, it was said, and the system will reproduce standard, single-track optical sound prints through the center horn. Without further adjustment it will also pick up the new three-channel optical track and distribute the various sounds to the proper speaker horns, Vogel said.

Permits 'Mixed' Programs

Theatres will be enabled to present "mixed" programs—single-track shorts with Perspecta stereophonic features—without the necessity of a third projector or time-wasting switches in projection equipment, it was added.

ABC Establishes Film Subsidiary

ABC Film Syndication, Inc., has been established as a wholly-owned subsidiary of American Broadcasting-Paramount Theatres, Inc., and will operate as a self-contained unit of ABC, Robert E. Kintner, president of ABC, announced yesterday.

George Shupert is president of the ABC film subsidiary with Don Kearney as vice-president in charge of sales, Edward Graessle, treasurer, and Raphael Scobey, secretary, Kintner said.

This organization formerly operated as "ABC Syndication," which ABC established as a fifth division of its network in August 1953. Directors of ABC Film Syndication are Kintner, Robert H. O'Brien, ABC executive vice-president, and Shupert, Kearney and Graessle.

Peter Brown Dead

TORONTO, March 30. — Funeral services were held Monday for Peter Duncan Brown, president and general manager of General Theatre Supply Co. Survivors are his wife, two sons and a brother.

See No Over-All Plan For Admission Prices As Result of Tax Cut

Realignment of box office admission prices to conform with the new tax bill, which has been passed by both the House and Senate, will be made on the basis of individual theatres mainly, circuit operators and independent exhibitors indicated yesterday.

Most of the smaller circuits were uncertain as to their actions. House managers were meeting with company officials to determine whether the 10 per cent reduction in the ticket prices should be passed on to the public or retained by the house.

An official of American Broadcasting-Paramount Theatres stated that there is no over-all policy for the 700-odd houses operated by the circuit. "The company's affiliates will set their own policy," he said.

No Decision at Century

A spokesman for the 35 theatres in the Century Theatres circuit said that "no decision" has been announced as yet by the company officials but that he was sure that the stand taken would be "favorable toward our patrons."

Harry Brandt, president and general manager of Brandt Theatres, announced that his organization will retain the cut wherever possible. "In fact we are depending on this cut to open our closed theatres," he said. There are 92 houses in the Brandt circuit.

Officials of the Raybond theatres were in closed meetings yesterday to decide on what to do about the admission prices at their 12 New York and New Jersey houses. A spokesman for the 13 J. J. Theatres said the matter was still under discussion.

'Flexible Policy,' Says Goldberg

Harry Goldberg, director of advertising and publicity for Stanley Warner Corp., said there would be a flexible policy throughout the circuit concerning admission prices. "In some spots, the prices may drop," Goldberg said. "But that will depend upon the location, theatre, neighborhood and other factors."

Brandt, for one, is certain that the government will get a better return with passage of the bill. He said that the reduction will keep more theatres open and alleviate the employment situation by hiring the people necessary to operate the theatres.

New York Publicists To Hear Pact Status

The executive council of the Screen Publicists Guild (New York) is expected to ask for a strike vote and date to strike tonight at a general membership meeting.

The publicists have been unable thus far to come to terms for a new contract with Columbia, Warner Bros. and Universal-International. Negotiations are underway at 20th Century-Fox, whose contract with the SPG expires April 17.

According to a union spokesman, the Guild is willing to accept some substitute for progression, which has been a major issue in the SPG-company discussions thus far.

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EXHIBITORS EVERYWHERE ARE SINGING . . . .

"Rose Marie, I Love You!"

A NATIONWIDE SENSATION!

M-G-M presents

THE FIRST GREAT MUSICAL IN

CINEMASCOPE

In Color Glory

"ROSE MARIE"

Starring

ANN BLYTH · HOWARD KEEL · FERNANDO LAMAS

BERT LAHR · MARJORIE MAIN · with JOAN TAYLOR · RAY COLLINS

A MERVYN LeROY PRODUCTION

Screen Play by RONALD MILLAR and GEORGE FROESCHEL

Based on the Operetta "ROSE MARIE"

Book and Lyrics by OTTO A. HARBACH and OSCAR HAMMERSTEIN II

Music by RUDOLF FRIML and HERBERT STOTHART

Photographed in EASTMAN COLOR · Directed by MERVYN LeROY



And You'll Be Hearing This:

"JULIUS CAESAR" ("I Love You!")

Frisco, 12th Week · Los Angeles, 5th Month · Detroit, 9th Week · Wash., D. C., 9th Week
Philly, 9th Week · Dallas, 4th Week · Toledo, 2nd Week · Columbus 2nd Week.
SENSATIONAL NEW OPENINGS: Pittsburgh, Milwaukee, Buffalo, Rochester, Syracuse.
EXCELLENT BIZ: Akron, Canton, Reading, Denver. *And more on the way!*

★

And Listen For This: **"RHAPSODY" ("I Love You!")**

3rd Week at Music Hall swell! Off to a solid start throughout the nation!

The Hate-Beast
who lives to kill
is loose in

THE YEAR'S BIGGEST THRILLA!.... GOR

LEONARD GOLDSTE
presents

Color by **TECHNICOLOR**

starring

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Raymond Burr · Charlotte Austin · Peter Whitney · Lee Marvin · Warren Ste G.

Produced by ROBERT L. JACKS · Directed by HARMON JONES · Written by LEONARD


He's in the aisles!
He's in the balcony!
He's everywhere
...in 3-D!
GORILLA AT LARGE
It's a Showmanship Natural from the word GOrilla! Get the action-packed press-book, start planning your campaign now! Sure-fire ads! Pages of ticket-selling exploitation ideas . . . ballyhoo, special fronts, novel lobby displays, contests for fans of all ages! Get behind this great attraction . . . there's real money in it!
AVAILABLE IN MAY! DATE IT NOW!
e J. Cobb
G. Kellogg
and BARNEY SLATER

National Pre-Selling

"'RED GARTERS'," reports Phil Hartung in "Woman's Home Companion's" April issue, "is something different in Westerns: a stylized musical that kids all horse operas."

"'Heidi'," reports the "Companion's" film reviewer, "is a rare movie treat that every child will love. Elsbeth Sigmund is completely delightful as Johanna Spyri's spirited little Swiss heroine.

•

"'It Should Happen To You's' star Judy Holliday, proved in 'Born Yesterday' that a dumb blonde can be very amusing," reports Florence Somers in "Redbook's" April issue. "She does it again as Gladys Glover in a film about a small-town girl who wants to become famous in New York. The chances look slim when she is fired from her job and strolls about Central Park with her shoes off because she thinks better that way. When Gladys sees an empty signboard over Columbus Circle, she decides to spend her savings, rent it and put her name on it."

•

"'Executive Suite'," reports Ed Miller in "Seventeen's" April issue, "is boldly directed by Robert Wise; played with steady excitement, this movie tells the high-tension story of five men feverishly wrestling for control of a corporation, as their women stand by. The cast is staggering: William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern."

•

"Red Garters'" starlet Pat Crowley appears on the cover of the current issue of "Life," in an attractive semi-perpendicular sitting position "Yogi-American" style. Also in the issue there is a cover story of Pat Crowley's home life and photographs from her recent pictures—"Forever Female," "Money from Home" and "Red Garters."

"Beauties of the Night" is the recipient of a text and picture story in the same issue of "Life" with many interesting photographs of Gina Lollobrigida.

•

"Beat the Devil," the John Huston production, has been chosen by "Coronet" as the Best Picture for April.

•

"Elephant Walk," "The Boy from Oklahoma," "Gypsy Colt" and "Executive Suite" are recomended by Ruth Harbert in the April issue of "Good Housekeeping."

•

"Executive Suite" was the recipient of a front cover four-color caricature by Jacques Kapralik in "Pictorial Review's" March 28 issue.

"Executive Suite" is scheduled to open at Radio City Music Hall here, following "Rose Marie."

•

Mary Pickford, in her autobiography appearing in the current issue of "McCall's", says, "her biggest mistake was to marry Owen Moore."

•

"It Should Happen to You," "The Barefoot Battalion" and "The Glenn Miller Story" are reviewed in the March issue of "Redbook."

WALTER HAAS

20th-Fox '53 Earnings

(*Continued from page* 1)

and loss statement, income from film rentals for 1953 was $105,662,266 compared to $93,166,603 as film rental income in 1952. Expenses for 1953 were put at $105,302,373 against $97,217,375 in 1952, while provision for Federal taxes on income in 1953 was $3,650,000 compared to $425,000 the previous year.

President Spyros P. Skouras, in his report, informed stockholders that the company's board of directors has now authorized the purchase for retirement of up to, but not exceeding, 100,000 shares of common stock of the company, commencing April 15. Purchases, Skouras explained, will be made from time to time in the open market at prices prevailing on the New York Stock Exchange.

Regarding the company's oil drilling lease with Universal Consolidated Oil Co., Skouras reported that drilling of a second well on the studio lot has started. "It is too early to appraise the value of our share of oil and gas which may be found to underlie the 260 acres covered by the lease, nor can the production capacity of additional wells be reasonably estimated at this time," Skouras stated. The president went on to state that while he does not forsee income from this source next year, "future revenue from this source may be quite substantial."

Hughes Wins Suit

(*Continued from page* 1)

Hughes with "mismanagement," were Eli and Marion Castleman and Louis Feurerman. Hughes, in his motion to dismiss, contended that if the sale of the company to him was consummated he would own the cause of action. The board chairman also stated that in event of the sale, he would not prosecute the action against the other defendants.

RKO Pictures executives here could not be reached for comment yesterday. According to Hughes' proposal, the delivery of the assets to him by the company must be effected by this Friday. Approval of the deal has already been won from the stockholders, called to a special meeting recently.

Convict Sues B. & K. Over 'Cell' Poster

CHICAGO, March 30.—Balaban & Katz Corporation is being sued for $500,000 by a man under death sentence in a suit filed in Superior Court here yesterday charging that his picture was used illegally on a billboard in front of the B. & K. theatre advertising "Riot in Cell Block 11." The plaintiff, Paul Crump, 23, who was found guilty June 23, 1953, of murdering a guard at a factory here during a robbery last March, alleged in his suit, filed by attorney William P. Gerber, that the use of his picture will have "disastrous and detrimental effect" on his pending appeal from the death sentence.

The picture, according to the suit, was a reproduction of Crump's face and bore the caption "4,000 caged humans" and "it can happen here," calling attention to the recent Cook County jail riot, in which Crump is accused of being a ringleader.

"Lucky Me" Premiere In Miami Today

MIAMI, March 30.—With Hollywood stars Robert Cummings, Phil Silvers and Nancy Walker joining local notables in festivities, Warner Brothers' CinemaScope production of "Lucky Me," which stars Doris Day, Robert Cummings, Phil Silvers and Nancy Walker, will be accorded a typical Hollywood world premiere in Miami, Miami Beach and Coral Gables tomorrow.

For the past ten days the visiting stars have been engaging in a series of personal appearances on television and radio, in addition to newspaper interviews.

Silverstone

(*Continued from page* 1)

stone held important posts with United Artists as assistant managing director and general sales manager of that Corporation's international division in London, and as assistant sales manager in the United States, before joining 20th Century-Fox in 1943.

Norris has been with the company for 21 years. He entered the employ of 20th Century-Fox in 1933 as a poster clerk in the Washington exchange, where he was made ad sales manager the following year.

Industry to Aid Fund For London's Abbey

Solicitation of the entertainment industry for support of The American Fund for Westminster Abbey is under way. Robert S. Benjamin, chairman of the board of United Artists, has accepted chairmanship of the appeal among firms and executives in the motion picture industry. Greer Garson, Danny Kaye and Radie Harris are heading up an appeal to stage and screen artists, both in the East and on the West Coast.

The Fund is sponsored by a nonsectarian committee of Americans.

Producers Assigned By Schary to 44 MGM Features

HOLLYWOOD, March 30.—With completion of plans for increased production at M-G-M, Dore Schary, studio head, today assigned producers on 44 features to go before the cameras in the coming 17 months.

On Pandro S. Berman's schedule are "The Female" and "Quentin Durward." Jack Cummings is assigned to "The Tea House of the August Moon," "Night in Glengyle," "Interrupted Melody" and "Many Rivers to Cross," in addition to his current productions, "The Last Time I Saw Paris" and "Seven Brides for Seven Brothers."

Roger Edens' first producer assignment is "Deep In My Heart." Arthur Freed, currently completing "Brigadoon" and "Invitation to the Dance," is preparing "In Missouri," "St. Louis Woman," "Green Mansions," "Kismet" and a Gene Kelly original. Armand Deutsch is producing "Green Fire."

'Cobweb' to Houseman

John Houseman, now represented by "Julius Caesar" and "Executive Suite," also will produce "The Cobweb," "Moonfleet," "O'Kelly's Eclipse," "Montmartre," "Mary Anne" and "The Labor Story." On Edwin Knopf's program are "The Glass Slipper," "Tip on a Dead Jockey," "King's Thief" and "Dianne." Arthur Loew, Jr., is preparing "Mail Order Bride."

Nicholas Nayfack's productions are "The Scarlet Coat," "Thunder in the Mountain," "Rogue Cop," "The Big Sin" and "Swordsman of Siena." On Joe Pasternak's schedule are "Athena," "Say It in French," "Love Me or Leave Me," "Hit the Deck" and "Weekend at Las Vegas."

Charles Schnee will produce "The Prodigal" and "Charlemagne." "Highland Fling" is assigned to Lawrence Weingarten and George Wells is scheduled for "Jupiter's Darling" and "My Most Intimate Friend."

Sam Zimbalist productions will be "Ben Hur" and "Paris Story."

'Knock on Wood'

(*Continued from page* 1)

produced and directed, which doubtless accounts for the very most having been invested in eye-filling sets in color by Technicolor, and in having been extracted from it in direction and photography. Add to this some songs by Sylvia Fine, such as the title song, "Knock on Wood," and "All About You," both sung by Kaye, along with several other tunes, and you have a show of which any showman may well be proud.

The story opens in Paris where two spy rings get possession of one-half the formula each for a new explosive. Kaye, as a ventriloquist, is leaving for Zurich for psychiatric treatments and the stolen formula parts are hidden, unknown to Kaye, in his dummies. He is immediately involved with agents and principals of both spy rings. Pursuit of the formula switches to London where the pace of both the intrigue and of Kaye's romance with Miss Zetterling accelerates. Murders ensue which brings Kaye under suspicion and his efforts to avoid capture by the police until the leaders of the spy ring have been apprehended disrupt a hotel, a ballet performance, in fact, most of the city of London. That he succeeds in exposing the spies and wins the girl is only incidental after the laughter subsides.

A fine supporting cast includes Torin Thatcher as head of one of the spy rings; David Burns as Kaye's business manager and companion; Leon Askin and Abner Biberman as agents of the second spy ring, and numerous others, such as Gavin Gordon as an English car salesman, who contribute standout bits.

The entire production has "class" written all over it and on top of that can be written "box office." "Knock on Wood's" got it and with it you can get it.

Running time, 103 minutes. General classification. Release, not set.

SHERWIN KANE

Tax Bill

(*Continued from page* 1)

Treasury Secretary Humphrey that the excise cuts would aid business.

The President is expected to issue a statement saying that the excise cuts go too far, but that he is signing the bill anyway to head off greater loss of revenue that would result if the bill were not signed. If the bill weren't signed, present rates on liquor, tobacco, gas and autos would automatically drop.

Coyne Confident

Robert Coyne, special counsel of the Council of Motion Picture Organizations, said he had no doubt the President would sign the bill. He said COMPO continues to be most grateful to members of both the House and Senate for the speedy progress of the bill.

Keppner Drive-in Ready

HARTFORD, March 29.—Morris Keppner and Lou Lipman, building a 750-car, $100,000 drive-in theatre at Mansfield, Conn., plan an April 14 opening.

Review

"The Miami Story"

(*Columbia*)

AFFORDING a sharp change of program pace for an exhibitor and a different diet for customers, producer Sam Katzman boldly and intelligently handles the problem of racketeering and gangsterism in "The Miami Story." Organized crime and the troubles it causes in Miami have been transferred to the screen expertly in this well-paced, slick action melodrama. The story deals with the city's efforts to rid itself of corruption and how a group of respectable business people apply the old adage—it takes a thief to catch a thief—to their advantage.

After World War II, a syndicate moves into the tourist city and the vices run rampant. A citizen's committee enlists the services of former gangster Barry Sullivan to bring peace and harmony. Aided by the police, Sullivan sets up a flashy front—living in the best hotel, owning good clothes and car, getting his name into headlines—much to the chagrin of syndicate boss Luther Adler and his underlings. The pressure is put on the illegal operations of Adler and is topped off when the syndicate's best gambling casino is raided and shut down.

In retaliation and in an effort to prove that he can deal with all situations, Adler locates and kidnaps Sullivan's son in order to get his casino and operations going again. In a thrilling and action-packed finish, which takes place among the waterways of Biscayne Bay and Indian Creek, Sullivan finds his son and Adler is arrested.

Others in the cast include Adele Jergens, as head of the "escort bureau," Beverly Garland, Dan Riss, Damian O'Flynn, Chris Alcaide, Gene D'Arcy, and George E. Stone. Produced by Sam Katzman, directed by Fred F. Sears from a screenplay and story by Robert E. Kent.

Running time, 75 minutes. General classification.

LESTER DINOFF

IMPPA Signs Pact With Musicians

The Independent Motion Picture Producers Association has signed a new contract with the American Federation of Musicians, it was reported here yesterday.

Terms of the new pact were not disclosed.

Foreign Trade

(*Continued from page* 1)

be one of the major beneficiaries of a generally freer world trade movement.

The President, in a special message to Congress, asked for a three-year extension of the Reciprocal Trade Act, a gradual lowering of certain tariffs during the three-year period, legislation to simplify still further U. S. Customs administration and procedures, steps to bring freer currency convertibility and other measures. The President said he had asked the Justice Department to study the need for clarification of the application of the anti-trust laws to the operations of American firms abroad.

The outlook is dim for Congressional approval of much of the Administration program. Some key Congressmen think the President will be doing well to get a simple one- or two-year extension of the present trade act.

License Fee Cut

HOMESTEAD,, Fla., March 30.—J. W. English, owner of the Seminole and Breezeway Theatres here, has successfully contested the recent action of the city council in setting a flat fee of $25 a year for merchants' occupational licenses while continuing a tax of $250 on his two theatres. Deciding that his complaint of discrimination was warranted, the council has allowed him to pay the same amount.

Cites Tax Cut 'Threats'

(*Continued from page* 1)

to distribution, "work while we sleep."

Former TOA president Starr, now a member of TOA's board of directors, called for "positive" exhibition action. It is tempting for the state, municipality, or community, he warned, to "move in without further ado and take" the money growing out of the Federal excise tax cut. The local members of TOA and state organizations, he advised, should take every precaution to see that the motion picture industry should not be a target for unfair taxes from other governmental agencies. In regard to this, Herman Levy, TOA general counsel, who also attended the press conference at the organization's headquarters, said that the TOA anti-tax booklet will be revised and sent out to the field.

Starr, calling the twin threat from other governmental agencies and distribution a "very serious matter," claimed that 75 per cent of the 18,000-odd theatres in the U. S. are losing money. Anything that exists to take the tax cut away should be combated, he declared.

Regarding CinemaScope, Starr, who operates 50 subsequent run theatres for negroes in the South, said that he has not made any CinemaScope installations in any of his theatres. Queried as to his sentiments on the process, Starr prefaced his attack on CinemaScope policies, with "applause" for any company, including 20th Century-Fox, which reactivates and captures the "imagination" of the public.

"But most important," Starr objected, "the company" got the industry in the equipment business and "unreasonable demands" are being made as to equipment requirements. He also objected to "what appears to me an attempt on the part of Fox not only to be able to set its own terms by virtue" of its CinemaScope prominence, but to "dominate the industry" by "presiding" over other distributors to use the CinemaScope system. "The attempt to force stereophonic sound is not made in good faith," Starr charged, claiming that stereophonic sound requirements are being made "to maintain a tighter control over film rental terms."

Silent Regarding Guarantee

Starr declined comment for publication on 20th-Fox's pledge to guarantee a profit to exhibitors this year on CinemaScope pictures. Asked if TOA would cooperate in the projected new 20th-Fox demonstrations, Starr said that only president Walter Reade could answer that.

Levy, at the press conference, also hit at what he called "the trend" of distribution to tell exhibition how to run theatres.

On the product situation, Starr said that it is "easing," pointing out that in some of his theatres, it takes 300 pictures per year to keep them running. In response to another question Starr indicated his belief that the double-bill will be here for a long time to come.

Also attending the conference as an onlooker was Roy Martin, vice-president of Martin Theatres of Georgia. Martin, in response to a query, said the "easing" product situation has not hit him yet. He blamed a good deal of his troubles on the print shortage in the South. Starr will leave here today for Chicago to attend the meeting of the Film Council of America.



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ASCAP Honors 8 Charter Members

Approximately 1,000 members of the American Society of Composers, Authors and Publishers gathered at the Waldorf Astoria Hotel here last night to honor eight charter members with a community sing-song at the 40th anniversary celebration of ASCAP.

The eight, who were present when the society was established in 1914, were Joseph E. Howard, Ernie Burnett, Alfred Bryan, Jack Norworth, George W. Meyer, Leo Edwards for "Gus," Harry Tierney and William C. Handy.

The songs, which the guests of honor wrote during their careers, were sung with parodies composed by L. Wolfe Gilbert, community song leader.

TOA Awaits Word on Arbitration Meet

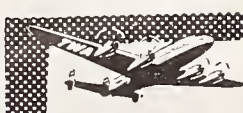
Theatre Owners of America is awaiting word on the date of the projected conference on arbitration, Herman Levy, TOA general counsel, said here yesterday.

"We are ready, willing and able" to begin talks on setting up an arbitration system, he added. Meanwhile, indications are that the arbitration meet, initiated by Eric Johnston, Motion Picture Association of America president, will not be held until next month. This was learned following a meeting here of a subcommittee of the sales managers committee of MPAA.

More Acceptances to Hub Industry Salute

BOSTON, March 30.—Additional industry leaders who have accepted the invitation to attend the "salute to the motion picture industry" dinner at the Sheraton Plaza Hotel April 6 are: Sol A. Schwartz, president of RKO Theatres; Harry Kalmine, vice-president and general manager of Stanley Warner Corp., and William J. Heineman, vice-president and general manager of United Artists.

The First National Bank of Boston is hosting a cocktail party preceding the dinner for the out-of-town guests.



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